JUL 5 - 1932

Electrical Merchandising

-Graw-Hill Publishing Company, Inc. JULY, 1932 25 Cents per Copy

The majority (by far) of manufacturers PREFER to make GOOD QUALITY MERCHANDISE

The majority (by far) of dealers PREFER to sell GOOD QUALITY MERCHANDISE

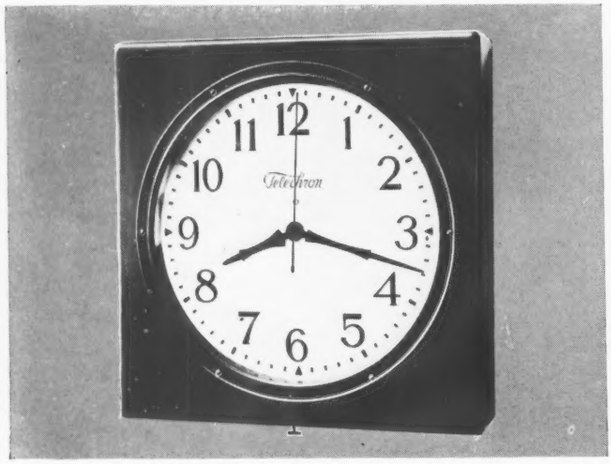
The majority (by far) of customers PREFER to buy GOOD QUALITY MERCHANDISE

Many cater to that PREFERENCE

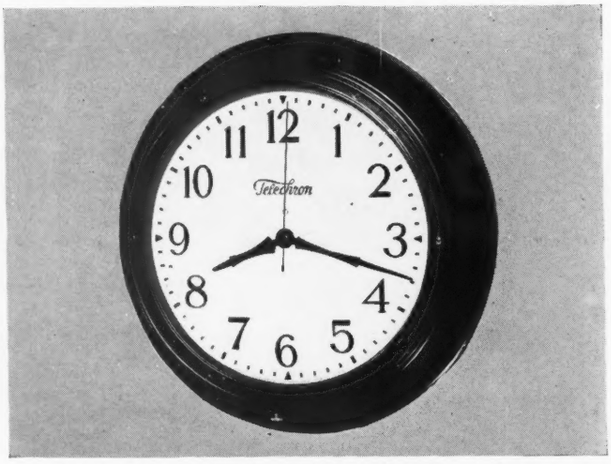
Know— by Test

Electrical Testing Laboratories
80th Street and East End Ave.
New York N.Y.

HERE'S A MARKET YOU MAY HAVE MISSED!



Square Wood Case: *Oak or mahogany finish. Self-starting, synchronous motor. With auxiliary movement that carries over current interruptions of about 2 hours — 8 to 12 inch dials. Without auxiliary movement — 8 to 24 inch dials. Retail prices from* **$15 to $80.**



Round Metal Case: *Statuary bronze finish. Self-starting, synchronous motor. With auxiliary movement that carries over current interruptions of about 2 hours — 8 to 12 inch dials. Without auxiliary movement — 8 to 24 inch dials. Retail prices from* **$12 to $75.**

Commercial clocks are salable, profitable, all year 'round

ELECTRIC clock dealers who concentrate on general household models should not overlook the commercial market. Commercial clock business is just as profitable, and often easier to get.

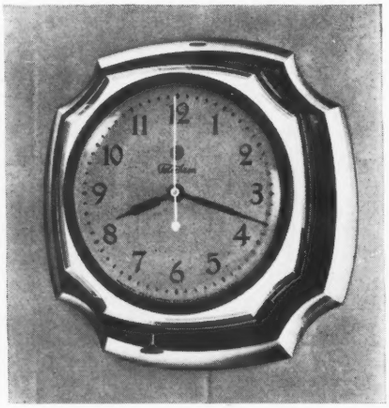
There are approachable prospects all around you. The retail stores with which you deal. Your bank. Your doctor. Your dentist. Restaurants, hotels, offices of every kind. To all of them, an accurate Telechron Clock is a worth-while investment. It affords an extra service that pleases patrons. It makes employees more efficient.

Telechron commercial clocks are most reasonably priced. They're so varied in size and design and material, that you can handle almost any type of installation, indoors or outdoors. Make a list of prime prospects right now. You'll be surprised at their number. Then go after them — by telephone, letter and personal contact!

Remember that Telechron is the pioneer electric clock, is directly identified with the Telechron Master Clock in the power house, and offers the widest range of models and prices, backed by big-space advertising. If there's anything else you'd like to know, clip the handy little coupon in the corner.

The Revere Clock Company, of Cincinnati, Ohio, manufactures strike and chime clocks with Telechron motors, priced up to $650.

No. 329 — *Mahogany case with gold-finished handle. Solid back, finished same as front. Retail . . .* **$5.95.**



No. 2B01 — *Base and front chrome-plated. Panel and bezel in green, blue, ivory, white or black Retail . . .* **$6.75.**

WARREN TELECHRON COMPANY
ASHLAND, MASSACHUSETTS

THE REVERE CLOCK COMPANY
CINCINNATI, OHIO

WARREN TELECHRON COMPANY
17 Main Street, Ashland, Massachusetts

Please tell me all about your latest models, prices and sales plans.

Name _____

Address _____

Telechron

(Reg. U. S. Pat. Off. by Warren Telechron Co.)

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Letters

To the Editor:

The writer has been a devoted reader of *Electrical Merchandising* since its first issue, and I have been in constant disagreement with many of its editorial policies with regard to electrical merchandising.

An article appearing in the June issue, "It's a Racket," by Mr. Rae might be appropriate for a comic magazine, but when an author undertakes to use the tactics of Walter Winchell or Eddie Cantor in ridiculing the opinions of men who have ideas contrary to his own, said articles savor more distinctly of "donkey oil" than of "horsefeathers."

It is a well-known fact within our industry that the McGraw-Hill publications have never been too friendly with the electrical contractor-dealer's viewpoint, and for you to continue such an editorial policy is not conducive to settling the many controversial matters which our industry is now attempting to solve.

Our industry has not a large sum of money at its disposal for the purpose of employing propagandists to ridicule the other fellow's viewpoint; and because some rather obscure individual elects to debate the ethics of merchandising, he is "crucified" through the high-powered editors of the McGraw-Hill publications.

It would seem that Mr. Rae could qualify as an outstanding purveyor of "applesauce." Our industry has had too much "applesauce" and too little encouragement from your editors.

Will you kindly advise the writer whether or not your columns are open for the presentation of the viewpoint of men within our industry whose opinions are at variance with those of your editors and contributors?

ROBERT J. NICKLES,
Madison, Wis.
Chairman, Special Committee,
Electrical Merchandising Survey,
Association of Electragists, Int.

Mr. Rae's purpose in writing the article and our purpose in printing it was certainly not to ridicule the viewpoint or activities of any responsible association.

On the controversial topic of utility merchandising we have felt, in fact we have adequate proof, that the controversy has not always been carried on with a just regard for all the facts in the case. This is the point that Mr. Rae attempts to make in his article.

Your statement that McGraw-Hill publications have never been too friendly to the electrical contractor-dealer's viewpoint is unjustified, in light of the fact that McGraw-

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VOL. 48 No. 1

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Electric Cooking That Everyone can Afford!

People who think they can't buy ranges usually can buy Everhots. And they learn about electric cooking — its convenience, its cleanliness, and most of all its economy—from the Everhot. The Everhot is a big summer seller. It's cool to cook with. Great for summer cottages. Operates perfectly from any lamp socket or convenience outlet. Gives greater freedom because Everhot cooks without attention. Write for discounts and samples of salesmaking dealer helps. Sell Everhot Cookers and you sell economical electrical cooking.

THE SWARTZBAUGH MFG. CO.
Toledo, Ohio
Manufacturers of Electric Grills, Hot Plates, Waffle Bakers, Sandwich Toasters, Heaters, and the Klenzair Air-Washing Fan

Everhot
THE ELECTRIC COOKER

JULY, 1932

Electrical Merchandising

Established 1916

McGRAW-HILL PUBLISHING COMPANY, INC.

L. E. MOFFATT, *Editor*

More About MONEY

APPLIANCE sales show no improvement. Many dealers are unable to finance appliance sales. The two conditions are closely related. Electrical appliances are instalment goods—they cannot be sold without financing.

Two months ago ELECTRICAL MERCHANDISING called the industry's attention to this situation, urged utilities generally to study the experience and follow the example of companies which have assisted dealers in handling their time paper. The response from power company men to this suggestion has not been wholly favorable. While some have endorsed the idea, others have been sharply critical. "We are conserving cash; we are not in the banking business; commercial finance houses are against utilities participating in the consumer credit field"—these and other objections have been urged against the proposal.

Undoubtedly serious considerations, these are not insuperable obstacles. Utilities need not tie up any great amount of funds in the operation. They can by taking the lead, bring together finance companies who stand ready to rediscount and manufacturers who are vitally concerned in releasing dealer sales energy. Working together, the utility, the manufacturers and the finance companies can quickly develop a workable method to meet the situation.

SOMETHING must be done—whatever is done should be done quickly. Many dealers face this situation: they must either have help in financing or pass out of the picture. The industry needs these dealers. The utilities at small risk and expense can give them the needed help.

That power companies profit from such a policy was pointed out by Mr. T. O. Kennedy at Atlantic City. "Our greatest contribution," said Mr. Kennedy, "in addition to promotional selling, would be the financing of sales by all dealers, of load building equipment at terms within the customer's ability to purchase. Nor should we hesitate to undertake such financing. Having already invested $500 in permanent facilities to permit us to sell 600 kw. hr. per year to a customer, we should be glad to temporarily advance a like amount at reasonable interest to make it possible for that customer to purchase appliances that would double, triple or quadruple his use of our service."

COMING from the chairman of the N.E.L.A.'s Commercial section, this statement takes on special significance. It clearly recognizes the utilities need for growth in the domestic field. It recognizes also that if the great body of electrical retailers are unable to find financial accommodation, that growth is going to be seriously retarded.

To assist dealers in their financing is not altruism on the part of the power companies. It is not only extending a generous hand to the retailer whose living is bound up in appliance merchandising. It is rather, a sound and necessary step to safeguard future growth in the domestic field.

EDITOR

+ + +

Changes in industry today tumble on the tick of the clock... Business reporting, publishing must keep pace. To speed essential industry news, whether concerning matters of policy, trend or accomplishment, ELECTRICAL MERCHANDISING inaugurates this month the section which follows. Titled tentatively "The Industry is Talking About—" it will concern itself primarily with just that. Briefed, for easy digestion, are the commercial happenings at the N.E.L.A. convention... Following comes a summary of what radio men did at Chicago...

The INDUSTRY *is Talking About-*

N.E.L.A. CONVENTION

THE hardware trades hold a convention to settle the pressing problems attendant upon the sale of nuts and bolts; the pickle vendors meet yearly to discuss the necessity of foisting more pickles on the American home; ad men get together to swap experience and perhaps think up new versions of "B.O." and "Athlete's Foot" —in short, the business which does not rate a convention in this country, is not considered a business.

In Atlantic City, in June, the men whose business it is to manufacture and sell electricity, met for the 55th consecutive year. Their objective was the same as that which animates the nut-and-bolt men, the pickle men, the cloak-and-suit men: How to reduce the costs of the product they make, how to reduce the costs of selling the product, how to sell more of the product to the customer.

Reduced to that simple formula, we can look at the recent meeting of the National Electric Light Association at Atlantic City, and gauge with little effort the progress reported.

Like many other conventions this year (political conventions no exception), it opened in a pall of gloom that might have been visible twenty miles out to sea on a clear day. In addition to a record low attendance and the absence of front page personalities and customary ballyhoo, the delegates were not unaware of the fact that the first six months of 1932 had been an unhappy period for their business. Stock values have suffered in a consistent and apparently endless market decline; bond prices have fallen; the sale of energy for industrial and commercial purposes show further recessions; the news of Samuel Insull's retirement from his chairmanships broke on the second morning of the convention and added nothing to the cheerfulness of the occasion.

And yet the picture that confronted the power company men at the opening of the convention was no criterion of the success or even the spirit that animated it throughout the following days. At the conclusion of the meeting, the delegates, boarding trains to their respective destinations, felt, and rightly, that it had been a convention of signal accomplishment and happy inspiration; that questions on which the soft pedal of political expendency had heretofore been held down, would from now on take their place as necessary subjects for floor discussion; that in the adoption of a new constitution making N.E.L.A. a purely trade organization, much would be achieved; that in the clear call for new and more courageous emphasis on commercial development, the utility industry might once more look to the future with happier prospects.

OWENS *of* OKLAHOMA

"I need not argue that legislation should be the last resort"

To the presidency of N.E.L.A. this year came George B. Cortelyou, president Consolidated Gas Company of New York, succeeding J. F. Owens. Done away with in the new constitution is the rule of succession of presidents which, under the old rules would have given the appointment to Marshall E. Sampsell of Middle West Utilities.

Tantamount, perhaps, from the standpoint of policy, was the adoption of the new constitution, generally credited to the astute, square-jawed Bernard F. Weadock, recent addition to the organization as managing director. Long acquainted, as legal counsel, with the problems confronting the power companies, Mr. Weadock's hand may be seen in the virtual transformation of N.E.L.A. to a purely trade organization. Politics, propaganda are no longer part of its purpose. It becomes an agency, not to initiate movements, influence public opinion, but an internal service group; an agency to foster the interchange of helpful information, to clear the activities of its members, to gather figures. The new constitutional change was summarized by Consolidated Gas and Niagara-Hudson's senior chairman Floyd L. Carlyle:

Carlyle

"I am very happy tonight to know that this Association has gone back to first principles. We have become, by the changes in our Constitution a pure trade association. This is the proper forum for the exchange of the most exact and scientific knowledge concerning our business. Our statistics, compiled from no other standpoint than the exact truth, can be helpful to governments, to industries, to banks and to investors, as well as to overselves. Any taint of propaganda, of lobbying, of

trying to color facts or to influence anyone except with facts is definitely, and I hope permanently, ended in this Association. I believe, furthermore, that we must enforce the highest ethical and business practices within our membership. I repeat that the purpose of this industry is the generation and sale of electricity at fair and reasonable rates and no other, and that any company violating that purpose should not be permitted to remain within this Association."

Owens

To the problem of the commercial development of power company business—specifically as to the debate-wrangled topic as to whether utilities should themselves merchandise—N.E.L.A.'s president, James Francis Owens, brought a curt and unequivocal "yes." As president of his own company, the Oklahoma Gas & Electric Company, ordered by the state legislature to cease all merchandising activity, Mr. Owens has been forciby made cognizant of the losses they sustained in their domestic load-building.

While admitting that attempts would be made during the coming year "to enact laws preventing utilities from merchandising," Mr. Owens maintained that it was the "duty of the central station to inform its customers of the means that they may employ in utilizing to the fullest extent the advantages which electricity offers. This merely means," he continued, "the merchandising of electrical appliances. It does not mean, however, that the central station should attempt to monopolize the field; neither does it mean that it is not equally the duty of central stations to cooperate with retail agencies, in order that the public may have the benefit of their assistance in doing the job.

"I am thoroughly convinced that it is not in the public interest to drive the central station from the electrical merchandising field. I am also persuaded that it is not in the interest of the retailer nor contractor that legislation be enacted preventing utility merchandising. I am further of the opinion that if every central station executive shaped his merchandising policies with due consideration for the rights of the regular retailers, there would be no demand for merchandising legislation. Wherever this demand exists, it may be traced, in a majority of cases, to the failure of some utility operator, not always the electric utility, who has disregarded sound merchandising principles and in his zeal invoked practices that will not square with sound business principles.

"I need not argue that legislation should be the last resort of reasonable men to cure difficulties or to effect changes that might better be done by conference and cooperative effort. That cooperation works has been proved in many, many cases during the past year; that legislation benefits neither the utility, the merchant, nor the public, is, in my judgment, in the process of being conclusively demonstrated. This question of merchandising is a major executive problem and demands the earnest individual attention of the one in the utility company who is responsible for its policy.

"I hope there may be no cessation during the coming year in the vigorous attempts being made by the electric light and power companies to substitute cooperation for misunderstanding."

KENNEDY *of* OHIO

"Our greatest contribution . . . would be the financing of sales, by all dealers . . . Nor should we hesitate to undertake such financing."

Kennedy

President Owens' answer to the utility-dealer merchandising situation received strong backing from T. O. Kennedy, chairman of N.E.L.A.'s Commercial National Section and vice-president, Ohio Public Service Company. In fact, Mr. Kennedy went even further in his demands that power companies get solidly back of a constructive merchandising program. Outlining the necessity of (1) securing more customers and (2) selling more kilowatt-hours per customer, Mr. Kennedy pointed out that although such promotion should be arrived at by "cooperating with all retailers of electrical equipment" that the power company might well afford to go further and "finance all sales by dealers, of load building equipment at terms within the power of the customer's ability to purchase."

As a basis for such reasoning, Mr. Kennedy pointed out that:

"During the past ten years new business development has failed to keep pace with the growth of the physical system.

"1. The average investment per customer has increased 40 per cent.

"2. The kilowatt-hour sales per dollar of investment have decreased 30 per cent.

"3. The revenue per dollar of investment has decreased 24 per cent.

"It is apparent then, is it not, that we, as managers of this industry, must apply ourselves aggressively to:

"First. Securing more customers at a connection cost at least no greater than our present average, and

"Second. Selling more kilowatt-hours per customer.

"Our first step in solving this problem of increased sales is to establish the fact that every domestic customer should pay at least five cents per day toward the fixed costs necessarily incurred to make electric service available in his home. This minimum payment to cover a reasonable number of kilowatt-hours per month to meet the needs of the purely convenience user, and the rate for additional use should reduce rapidly to a low price per unit.

"Such a rate form would be of maximum benefit to the customer, the appliance manufacturer and dealer as well as to our industry.

"With rates of this type in effect, we can successfully promote complete home electrification, cooperating with all retailers of electrical equipment in putting appliances on our lines.

"Our greatest contribution in this connection, in addition to promotional selling, would be the financing of sales, by all dealers, of load building equipment at terms within the customers' ability to purchase. Nor should we hesitate to undertake such financing. Having already invested Five Hundred Dollars in permanent facilities to permit us to sell 600 kilowatt-hours per year to a customer we should be glad to temporarily advance a like amount at reasonable interest to make it possible for that customer to purchase appliances that would double, triple or quadruple his use of our service."

Downing

No less interesting to the power company commercial executive was a frank discussion of rates and rate-making contributed by Paul M. Downing of the Pacific Coast Electric Company, San Francisco. Discussed only in private sessions in recent years,

the subject was now brought out in the open.

At any rate, Mr. Downing's paper cut to the heart of the "jungle of polysyllabic technicalities" that cloud the understanding of the housewife when she attempts to fathom the complications of her light bill. Pertinently, Mr. Downing demanded to know what the number of rooms or the floor area had to do with the kilowatt-hour cost of electricity, or, for that matter, the type and registered capacity of her appliances. Misunderstanding breeds suspicion, he said, and the sooner utilities adopted some form of bill that a housewife could read and understand without calling in the local cross-word puzzle expert, the sooner would she feel in the mood to make additional use of electricty in the home.

So much to the point was Mr. Downing's lecture, that some of his highly satirical observations are herewith printed:

"To the average user of electric light and power a proper and intelligent understanding of rates and rate schedules is an intensely mystifying problem.

"It will be generally conceded that in the domestic field lies one of our largest potential markets, because it includes the great majority of our customers. In this classification the women—the housewives—are the real purchasers and users of electric energy.

"The average housewife is thrifty and economical. She knows the market prices of butter, eggs, milk, vegetables, cuts of meat, canned goods, etc., because their prices are plainly marked and no jungle of polysyllabic technicalities cloud her understanding. But the housewife who can take her electric bill and tell anything about it except how much she has to pay, is a *rara avis* indeed. Even a super-woman who can read the meter and has some understanding of the different blocks and the price changes called for in the schedules finds herself confused by rules, regulations, restrictions, exceptions, and interpretations dealt with in pages of the company's rate book but too long and too complicated to be sent with the bill. No amount of explanation will entirely convince her that the bill is correct, but she finally pays, largely because of her passive but dissatisfied acceptance of something she does not understand.

"How many of our domestic consumers know what is meant by "kilowatt demand created"? Very few of them have the faintest idea of what it means. The housewife knows what an hour is, but she is told that a kilowatt-hour is not an hour at all but is something entirely different. She knows something about the minimum or demand charge; the cost of the first thirty kilowatt-hours, and the reduced cost

"If the housewife had to buy milk on a rate schedule and was charged by the 1,000 cubic centimeters, she would order the milkman off the premises. But she can't phone her grocer for a dozen cans of kilowatts" (See Downing)

"One still might ask what the number of rooms . . . or the floor area has to do with the cost of our product (electricity)"

of each additional kilowatt-hour. But this is based, she must understand, upon the connected load, the floor area, the number of rooms served, and the type and registered capacity of her appliances. Or perhaps she is expected to digest the statement that the cost will run to five cents per kilowatt-hour per room per month.

"Giving full credit to the rate makers and their ingenuity in devising schedules to cover every class of business, one still might ask what the number of rooms has to do with the kilowatt-hour cost of our product, or what floor area has to do with it. It seems highly probable that the use of technical phraseology and involved restrictions and regulations, the prospective consumer cannot begin to fathom and which we cannot always explain even to our own satisfaction is a handicap in securing new business. If it is possible to do so would it not be better business for us to talk in plain everyday language that can be readily understood by both consumers and ourselves and thus remove a considerable amount of sales resistance.

"I have said the housewife knows the price of nearly every commodity used in the home. Milk, for instance, is delivered to her door at ten cents a quart. If she wants an extra quart she notifies the deliveryman and another ten cents is added to her bill. But suppose when she signed up for milk service the solicitor placed before her some such schedule as this:

Rates for Milk

(This schedule applies to raw milk. For pasteurized milk, see Schedule 14, pages 12-13, et seq.)

Customer charge, 50 cents.

Milk charge:

First 1,000 cubic centimeters, 1 mill per cc.

Next 5,000 cubic centimeters, ¾ mill per cc.

Next 10,000 cubic centimeters, ½ mill per cc.

All in excess, ¼ mill per cc.

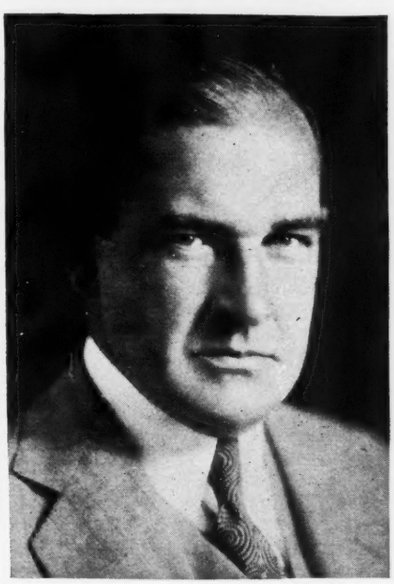
"These charges shall be based upon a constant delivery of not more than 30,000 cubic centimeters of milk per month per customer, per route, with customer charge applying to not more than three rooms, and an additional customer charge of ten cents per room for each additional room, not including hallways, alcoves, closets, pantries, bathrooms, attics, etc.

"A special discount of ten per cent is open to all customers taking deliveries in the off-peak period from twelve midnight to 2.30 a.m., but such discount shall not apply unless bill is paid prior to the tenth of each month.

"Of course that sounds ridiculous. But it would be just as readily understandable to the housewife as the average rate schedule which she is supposed to accept unquestioningly from the electric company. If such a rate schedule for milk were submitted to her, she would probably order the milkman off the premises and telephone to the grocer for a dozen cans of Carnation cream. Her only problem then would be to find the can opener. Unfortunately, she cannot 'phone her grocer for a dozen cans of kilowatts.

"If the faults I have pointed out are to be corrected it must be done through the cooperation and united efforts of the best brains of our industry and I am confident that the men who are capable of evolving the elaborate and complicated rate structures now in effect are just as capable of devising simple, easily understood standards which will not only satisfy our millions of consumers but will go a long way toward building up public confidence in the integrity of our industry."

WEADOCK *of* NEW YORK



"Our problems are but commencing"—Bernard F. Weadock, recently appointed managing director, N.E.L.A. He made the shortest speech.

O'Connell

With the introduction of P. A. O'Connell, president Slattery & Company, Boston, and president National Retail Dry Goods Association, the convention once more took on a decidedly commercial flavor. In his work on the Electrical Merchandising Joint Committee, formulated to bring utilities and dealers in closer business harmony, Mr. O'Connell has pried deeply into the mechanics of electrical distribution. Out of this self-imposed homework (Mr. O'Connell's company sells no electrical devices) Mr. O'Connell cited a great many familiar statistics, finding that two-thirds of the homes in the United States are wired for electricity, that the number is growing, and that they present a logical and unparalleled market for electrical devices, most of which at present enjoy relatively low saturation.

Mr. O'Connell points out that the industry must look more and more to the established retail store as the logical outlet for appliances and that difficulties between the power companies and the dealers should be ironed out because "when you come to really analyze it, the whole situation seems rather foolish, for all three of the groups (including the manufacturer) represented have identically the same interests, namely, to do business at a profit." To enlarge further, Mr. O'Connell said:

"I have before me a long list of grievances offered both against the stores operated by the public utility companies and against the retail stores, and I imagine that the majority of infractions cited are true. In some sections of the country the feeling between these two groups apparently has become very intense. But when you come to really analyze it the whole situation seems rather foolish, for all three of the groups represented have identically the same interests, namely, to do business at a profit. He who is not in business to make money is not in business. The public utilities are interested in the increased use of appliances using electric current; the retail merchants are interested in supplying as many as possible of such appliances to the consuming public; the appliance manufacturers are interested in establishing permanent and reliable channels of distribution for their products that will reach the largest number of consumers at the lowest selling cost, and that will leave a reasonable margin of profit for both manufacturer and retailer.

"Given these factors, it is apparent that the difficulties between the utilities and the retail merchants can be adjusted, for it is to the advantage of both that they shall be. In fact, substantial progress in this direction already has been made. I believe, however, that the real solution of the whole merchandising problem lies in the hands of the appliance manufacturers themselves, and depends upon the selection of quality stores as their primary retail outlets. Heretofore, in the sales-manager's wild rush for business he has sold wherever he could get an order. He has failed to take into consideration the standing and reputation of the store in which he desired to place his products or the effect that the store would have on their prestige. He has been thinking in terms of the immediate sale rather than the future of his business."

CORTELYOU *of* NEW YORK

George B. Cortelyou, president, Consolidated Gas Company of New York, elected president, N.E.L.A. The old rules were set aside.

Exhibits

The number of exhibitors was only about two-thirds of former years. There had been some dubiousness on the question of holding any exhibit. Individual refrigerator manufacturers did not exhibit. Refrigeration was represented, however, by the Refrigeration Bureau, occupying a large space. There were a number of interesting details of this exhibit such as some very striking charts, but the decision of the Plan Committee had been that no refrigerators were to be shown.

The exhibit was not only open to the public on Sunday, but there was great liberality in interpreting the entrance rules. Any man connected with the electrical industry was admitted to the sessions' exhibits as a guest of the Association. Many took advantage of the opportunity. Department store men,

large dealers, wholesalers from the Atlantic coast cities, were there in a considerable number. Furthermore, power company men took the exhibits seriously this year, spending more time than usual in going through them.

Some manufacturers who on Monday were inclined to view their investment in an exhibit with skepticism, were by Thursday satisfied that their time and money had not been wasted. The exhibits were exceptionally interesting; the displays well handled and many manufacturers had new merchandise to show.

Commercial Meeting

The Commercial Section Meeting was extremely well attended, not only by all the commercial men, manufacturers exhibiting at the convention, but by an unusual number of top executives. Chairman Kennedy reported on the progress, activities of the Commercial Section. J. E. Davidson, chairman of the Refrigeration Bureau, reviewed the activities of the Bureau, presented the awards in the Half Century Contest. This contest set up a series of prizes for state sectional and local chairmen who had made conspicuous records. C. E. Michel was given the cup for the outstanding record as local chairman. Significant of the spirit which animates power company commercial men today, the award to Michel was received with general satisfaction. St. Louis, under the chairmanship of Mr. Michel, made an outstanding record in electrical appliance merchandising. The story is familiar and need not be repeated, but we see here convincing evidence that power men are beginning to appraise commercial accomplishment not in totals of merchandise sold by their own companies, but on the basis of total sales within the community by all agencies, and resultant growth in kw.hr. sales and revenue to the company.

Davidson

Summing up the accomplishments of N.E.L.A.'s Electric Refrigeration Bureau, J. E. Davidson, chairman, set forth the following facts, figures:

"When launching the Refrigeration Bureau, we were aware of the history of cooperative undertakings. The history of cooperative movements is littered with tragic shipwrecks—it has been a graveyard of fine ideals, of worthy principles brought to grief because the varied business interests which started to cooperate could not keep faith. Fortunately, some outstanding cooperative movements had survived these perils. This gave us courage to proceed.

"It is a simple matter indeed to determine whether the Bureau has been successful because a very definite goal was set right at the start. It was plainly stated in the first Plan Book that the aim was not altruistic or educational. It was simply to sell one million electric refrigerators in 1931. Conservative counting indicated that approximately 950,000 or 95 per cent of the national quota were sold. It has been impossible to trace all sales, but I am convinced that actual sales exceeded the million mark, and this in a year which was a dismal one in most lines of business. Let us now look at sales so far for 1932. The goal of the Bureau is "Another Million in 1932." Sales for the first four months were 261,000 or more than a fourth of the year's quota.

DAVIDSON *of* NEBRASKA

"In the sixteen months of the Bureau's existence, 1,230,000 electric refrigerators have been sold . . . But the greatest achievement . . ."

"In the sixteen months of the Bureau's existence, 1,230,000 household electric refrigerators have been sold, representing more than a quarter of a billion dollars in sales to the electric refrigeration industry and nearly thirty millions of dollars of new annual revenue to central stations.

"But I haven't told you the greatest and most valuable achievement of the Bureau—an asset, the potentiality of which was recognized when the Bureau was formed but which was looked as a somewhat intangible by-product.

"The Bureau has brought together into a business brotherhood the refrigeration interests in more than 8,000 communities, radiating from more than 400 major cities. It has brought together the refrigeration and central station industries in the sympathetic understanding of mutual problems and their solution. It has pointed out also the way whereby central stations and all sellers of electrical merchandise may work together in harmony with profit to both. It has actually built up a new unwritten code of business ethics and fair dealing."

Arkwright

Complementing Mr. Davidson's Refrigeration Bureau is the National Electric Cookery Council under the chairmanship of Preston S. Arkwright, president Georgia Power Company. So much to the point was Mr. Arkwright's talk on the immediate possibilities in range merchandising, the paper proved to be one of the outstanding events of the convention—certainly from the commercial standpoint. It is reprinted on pages 24-26 of this issue.

Law

The third committee, set up to develop the domestic market, complementing the range and refrigerator activities, concerns home lighting. To its problems, Clarence L. Law, sales manager, New York's United Electric Light & Power Company, brought a mature criticism, a demand for new action.

Said he in part:

"We in the Electrical Industry are open to criticism for allowing conditions in the home to become and remain as inadequate as they are shown to be by recent surveys which show the average American home inadequately wired, equipped with obsolete fixtures, using unshaded light sources, low intensity lamps resulting in defective vision and ignoring the opportunities for health and happiness that lie is such new developments as the sun and health lamps.

"A glance at the structure of the chart of energy output during the 'twenties" tells an interesting story. As one might expect, the growth of energy output for lighting and smaller appliances has continued an upward trend over a long period of years until 1928. At the time the curve started to flatten out over a three-year period ending in 1931. The first half of 1932 shows a downward trend. We all appreciate that the appliance load in the household has been rapidly gaining so that the estimated output of energy in the domestic field for lighting purposes only, is now but approximately 50% of the total.

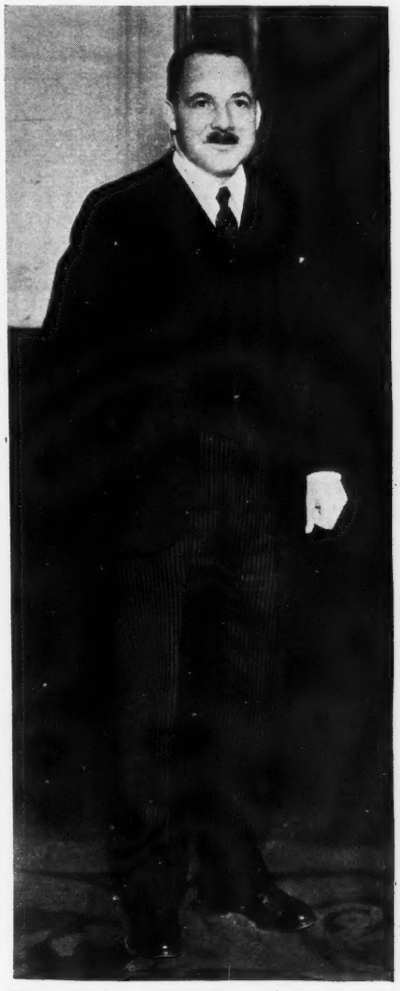
"The outstanding opportunity to bring about greater appreciation of light in the home for utility, decoration and for health, is being recognized by both power company and manufacturers. New lighting applications, improved equipment, and the acceptance of ultraviolet light as a contributor to better

health, have opened new vistas for lighting promotion. But these improvements have not been brought forcibly to the attention of consumers.

"Last year the Domestic Lighting Committee of the Lighting Bureau started serious deliberations on ways and means to overcome an apparent lack of interest in the lighting load on the part of the commercial men. It was in some measure being left to take care of itself while the appliance load was being nurtured and we all agree that increased service through appliances should be cultivated, too. Nevertheless, numerous local surveys revealed a wide market of sales development and a conservative estimate of a potential $75,000,000 additional revenue annually to the utility through an increase of but 20% in the output of energy for lighting purposes.

"And so the Domestic Lighting Committee, in considering what might be done to develop interest in the important field of lighting in the home, divided its activities into two parts, the first being an effort to convince the Executives of Electric Utilities that the home lighting market deserved considerably more attention than it was receiving; and the second being to organize all agencies of the industry to do something that would give it this much needed attention, not for a brief drive but for a sustained endeavor over several years."

LAW *of* NEW YORK



"We in the electrical industry are open to criticism . . ."

Radio Party

Chicago—with a World's Fair coming in 1933 and with both the Republican and Democratic National Conventions scheduled for June—is becoming the country's host wherever big gatherings are indicated. Last month, the radio industry, with more than 10,000 delegates got Chicago properly convention-minded with their 8th Annual meeting of the Radio Manufacturer's Association.

Held at the Hotel Stevens—"world's largest"—as what isn't in Chicago?—radio's big conclave was notable for its searching candor, its acceptance of conditions in their business on the basis of actual facts rather than wind-blown optimism, its relegation of circus barker hot air to the limbo of Cal Coolidge's pre-depression era. To an economist, anxious to feel the pulse of a dying industry, the symptoms and general bearing of the patient would have been pregnant with meaning. Because the patient, far from showing any signs of being ready for a nice, quiet burial, exhibited a belligerant tendency to sock one of the pall-bearers on the nose.

In support of which we append the following pertinent developments:

Of 25 manufacturers of radio sets, a total of 215 models were exhibited; of these, 62 per cent were consoles, 23 per cent table models, 5 per cent double purpose furniture types, 5 per cent short-wave converters and 5 per cent auto-radio. Each manufacturer exhibited an average of 9 models per line as compared to 6 at last year's show; also, the ratio of consoles to total home models increased from 65 per cent last year to 72 per cent this year—a healthy sign.

Even more important, according to *Radio Retailing*, was the upping of price ranges, reversing a tendency which caused dissension and more than one gloomy prediction at last year's show. This year, average low prices (midget, table sets) increased from $39 to $43; average high prices (consoles, combinations) rose from $148 to $162; price ranges generally rose, were from $18-$495 last year compared to $19-$585 this year. Industry leaders pointed to general price upping as a sign of greater stabilization in the radio business for the coming season.

Taking a leaf from the automobile industry, radio manufacturers have concentrated on technical advances in receiver design to widen the performance comparison between 1932 radio and sets two or three years old. Here, some manufacturers have had copy-writing brainstorms (not unlike the auto industry) in which they have wallowed in a lather of superlatives. Yet, coldly observed, the greater attention paid to quality, value to the consumer in technical improvements may be heralded as a better plunge in the right direction than ever accompanied the hari-kari of price wars which raged during the past two years.

WILLIAMS *of* INDIANA

His radio colleagues took a sock at the pall-bearers

Notable among the newest technical advances to be generally adopted by a majority of exhibitors may be set forth the following: Lines utilizing r.f. pentode tubes (six-prong tubes, small in size, using less current, giving greater efficiency in tone production) 95 per cent; manufacturers equipping sets with twin speakers (more faithful tone) 72 per cent; automatic noise control (a.v.c. refinement) 68 per cent; push-pull audio, 48 per cent.

Only nine manufacturers of refrigerators exhibited at the radio show, despite the fact that in many circles radio and refrigeration are looked upon as complementary merchandising lines, the radio dealer a logical outlet for refrigeration. Refrigerator exhibitors were in all cases also primarily radio manufacturers (Majestic, Crosley, Stewart-Warner, Fada, Apex, Us. Radio & Television, Sparton, Clago, Mohawk). Refrigerator makers not connected with radio were excluded from exhibiting, according to one report.

To the presidency of R.M.A. this year came Fred D. Williams, president, P. R. Mallory & Company, Indianapolis, and formerly associated in sales, executive capacities with Grigsby-Grunow, Raythion and National Carbon. He succeeded J. Clarke Coit, president, U. S. Radio & Television. To serve with him, the following were elected: First vice-president, Harry A. Beach, Stromberg-Carlson; second vice-president, Meade Brunet, RCA-Radiotron; third vice-president, Leslie F. Muter, Muter Company, Chicago; treasurer, E. N. Rauland, Rauland Corporation, Chicago.

We Cannot WISH *for*

• IF WE WANT TO
INCREASED LOA

I WAS walking down the boardwalk yesterday and a gentleman came up and said, "Why, how do you do, Mr. Davidson." I had my hat on, too. Well, I thought that it was a sort of prophesying success for the Electric Cookery Campaign. This has been a brilliant achievement under Mr. Davidson's leadership for the refrigerator campaign, and it started in a depression year, in 1931.

I think when they began it, they had in use about as many electric refrigerators as we have got ranges now. And now they have got about 17 per cent saturation of electric refrigerators. We have got three and one-half per cent saturation of electric ranges, and we have had electric ranges for about 23 years, I think, and we have had electric refrigerators for about five or six years at the most.

I remember when electric refrigerators were a novelty. I didn't believe in them. In fact, we had to take back all of the first electric refrigerators we sold, and send them back to the manufacturer who took them off our hands. I also know it was stated that we had a lot of ice manufacturing customers and they were going to get greatly offended with us if we promoted the sale of individual domestic electric refrigerators. I also remember the statement being repeated quite often that there are more units of coal in a thousand cubic feet of ice than there are in a thousand watts of electricity.

I also heard it stated that wet refrigeration was much more desirable than dry refrigeration. I also had it drummed into me that I musn't say that ice was wet. I also had it stated that iceboxes cost a great deal less than electric refrigerators, and so they did, and yet notwithstanding all of these objections, they have made an outstanding success in the sale of electric refrigerators, adding largely to the revenues of the Central Station companies and doing no real harm to anybody else. But if we had stopped to consider all the obstacles and all of the difficulties and never undertaken the job, we would be back in electric refrigerators where we are today in ranges.

You know this business isn't the easy, constantly increasingly successful, geometrically progressing load adding business that it used to be. In the last two or three years we have had quite a decrease in our business for industrial purposes. We have had quite a decrease in our business for commercial purposes, and the thing that saved our lives was the increase in our business for domestic purposes. And there has been no increase, so I am told, in the last two years, in the lighting part of the domestic business, but the increase in the domestic business which we have enjoyed and which has gone a long ways toward offsetting the decreases in the other portions of our business has been due to the sale of household electrical appliances.

In the beginning of the year 1928, 68 per cent of the household use of electricity or 68 per cent of the revenue of the house for electricity was from lighting, and at the end of 1931—1928, 1929, 1930, 1931—the lighting produced only 44 per cent of the household revenue, although the total revenue from domestic consumers had increased and the increase was due exclusively to electrical appliances in the home.

It is also a fact, so I find, that in the last two years the

LOAD... *and Get It*

This business isn't the easy, constantly increasing, geometrically progressing, load adding business that it used to be

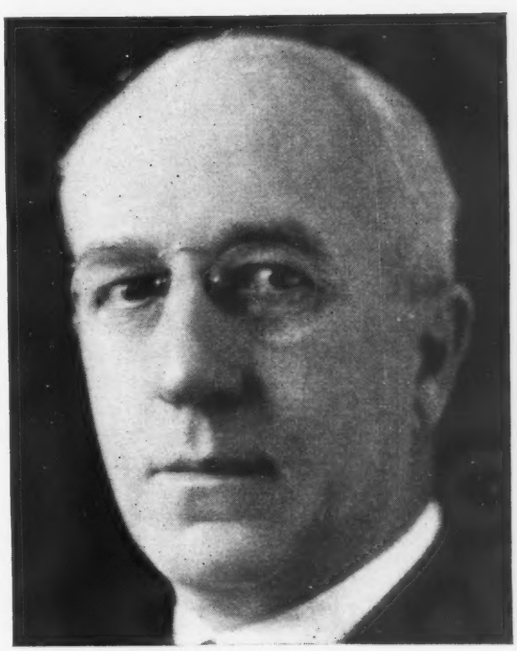
TO SELL RANGES AND GET THE LOAD..WE MUST GO OUT AND DO IT .. *says*

use of lighting or the revenue for lighting in the home has actually decreased. In addition to the decreases of the uses of our product, for factory purposes and for commercial purposes, I don't know how it is with you but with me we have got to get a mighty sharp point on our pencils, in figuring our rates in order to keep our industrial and commercial business. And the narrower the margin gets in that business, it is easy to lose the profit in that business.

Likewise it is true that right recently the sale of household domestic electrical appliances is dropping off. What is the job? The job of course is to increase the sale of electrical appliances in the domestic establishment. That is the job.

If you will take the appliances that have been sold in greatest quantity, you will find that they are those that have been most widely advertised and most aggressively merchandised. It is illustrated even in the electrical refrigerator. Until the formation of this Bureau and intense advertising of it, and enterprising, aggressive merchandising of it, we weren't selling any electrical refrigerators, and we haven't sold any electric ranges for that identical same reason: That we have not sufficiently publicised and advertised it nor have we sufficiently, enterprisingly and aggressively merchandised it.

The only household appliances a smaller percentage of which have been sold than electric ranges are egg cookers, floor machines and dishwashers. Every single, solitary other household appliance, big or little, has got a



Preston S. Arkwright

Chairman, National Electric Cookery Council in the outstanding address of the N.E.L.A. Convention

greater saturation than electric ranges, and I never heard of an advertisement of an electric egg cooker in my life, and no wonder no body buys it.

NOW, we have a chance to do in ranges what has been done in refrigerators, and it is brought to us by the manufacturers. Why, we find executives and commercial men of the central stations didn't originate this effort. I don't know whether you did the refrigerator effort, or not. Did you, or did that come from the manufacturers? Well this comes, anyhow, from the manufacturers and they are going to put up all the money for it so far as the national promotion goes. They bring it to the N E L A for our sponsorship and endorsement, and if it goes over at all, it has to go over because of local participation, and in local participation we are the only ones who can take the lead.

We certainly need the revenue and every day that goes by and every year that goes by we are going to need it just that much more, and we can't stand out in front and wish for a load on the line and get it, any more than the little boy can stand in front of the candy store window and wish for the candy on the other side of the glass and have somebody stick it in his mouth.

If we want the load we have to go out and get it. That is all. If we want to sell ranges and get the increased load, we must go out and do it.

Of course, it will add approximately $50 a year revenue. You know of course that they will add from 1500 to 1800 kilowatt hours per annum to the household customer. You know if we could get them all over the system we would multiply our average household consumption by four. You know better than I do that if we could get a sufficient number of electric ranges on the system it would vastly improve the load factor of the system. You know that it is possible to raise the load factor from about 12 to about 22 per cent, as proven by companies who have done it. You know it is a desirable load. You know it is a possible load. You know that it will vastly increase the revenue of this industry if we can only get it.

Jim Davidson talked of the wonderful results of cooperative effort in the refrigerator campaign. There is a better opportunity for cooperation of more people in this thing than there is in refrigerators: the manufacturer of the ranges, the wholesaler of the ranges, the retailer of the ranges, the additional wiring, the switches, the meters, the transformers, and all the way back to the station, I hope—there is hardly anybody that deals in any electrical product of any kind that can't get a slice.

They tell me this campaign of a million ranges means $500,000,000. I think that is an exaggeration but it is a lot of money and it is spread among more people, more different people than any other activity in which we can engage.

I have heard a lot about dealer relationships, and they are very nice as a general proposition. I don't suppose anybody would dispute it. Everybody will say, we ought to get close together, we ought to cooperate with each other. Then we have a nice dinner or luncheon. Somebody gets up and says nice things about it. We feel good, we glow all over, and we walk out, and that is all. What the devil is there to cooperate about?

This gives us a definite, concrete thing to cooperate about. We don't have to talk generalizations about this stuff. We can get all the local people in the territory and say, "Let's get together and sell ranges and everything that accompanies them," and they are all interested in them. And in order to do it we have to build up a local council in every locality in the United States consisting of everybody in the locality interested in the electrical business in any of its phases, cooperating on a definite program. And it means money to every cooperator. And I venture to say he will cooperate better when cooperation means money in his own pocket.

Not only will the range sell more current and bring more money to us than any other appliance, but it will lead to the sale of more other appliances, including lights in the home, than any appliance you can put in the home.

I should like to say, as an aside, that you have a lot of appliances that when they get out of order are laid on the shelf. Remember, if they have a range, that is all they have to cook with, and when it gets out of order they can't lay it on the shelf. It earns money every day it stays in the house. It doesn't lie on the shelf waiting for repairs. It has to work every day. People in order to live have to eat.

I can even turn off the icebox in the winter time, for awhile. But I can't turn off the range at any time. It works every day. It is the only appliance that I know of that does. I could even go to bed in the dark.

While anyone can run an electric range, if they are satisfied to run it like they do any other range, there is a way to run it that makes it much more satisfactory and much more economical, and if you are going to have it run right, and if you are going to sell them, then you have got to have the Home Service Department have a woman go and show that woman of the house how best to use the range.

I DON'T know how a Home Service girl gets into anybody's home except in connection with cooking. You can't send her there to demonstrate how to turn on the lamp. You don't need her to demonstrate how to run the refrigerator. She doesn't have to demonstrate what to do with a flatiron or a curling iron or a bed-warmer. The only reason that she has to go into a house at all is to demonstrate the range.

She doesn't sell anything. She doesn't in my company. She is not allowed to sell anything. She doesn't know the price of anything. She isn't there to sell at all.

The salesman goes up to the door and says, "Lady, you don't want to buy a vacuum cleaner, do you?"

I don't care how he puts it, as soon as she finds out he wants to sell her something, he meets with resistance. She doesn't want to be annoyed. But if she has bought a range and an intelligent girl comes to her and says, "I have come to see if I can help you use your range more satisfactorily and more effectively," she welcomes her with open arms. She goes in and they use the range together, and they both have a common interest in it, and she can show her something, and she gains her confidence, and her good-will, and her friendship, and she has an opportunity to suggest refrigerators, lamps and anything else. Nobody else in the company has that opportunity.

If you put in a range you have got to have the house wired, and the wireman goes to wire in the range. What is to keep him from carrying some more wire and appliances, and sockets, and so on, and so forth, if he gets a chance to suggest a few additional sockets here and there, while he is out there at the job?

You wouldn't buy an electric water heater, would you, if you had a coal stove? I mean a stove that you run with coal, or gas, either. I bet there isn't anybody that

(Please turn to page 46)

IN THE STORE

Salesmen point out mechanical features, finish, price . . . Do they make sure they are selling adequate capacity for size of family? Below a survey of demonstration usage.

SELL THEM A BIG ONE

A Job for Home Service

MRS. John Smith had wanted one of those new electric refrigerators. Mrs. Jones and Mrs. Schultz, her nearest neighbors, both had one and it was their influence that finally decided her. John, naturally, had not been very enthusiastic what with two salary cuts, the difficulty with the car payment and the two kids both needing new clothes. But he had said he guessed he could swing it if she wanted it badly and it didn't cost too much.

It certainly was nice-looking. Its shiny white porcelain improved the appearance of her kitchen and it was pleasant to have those hard, square little ice cubes to put in the iced tea when Mrs. Jones dropped around in the afternoon. There was only one thing she didn't like: She had thought all refrigerators were a good deal alike and when she had told the salesman that she couldn't afford to pay much, he had told her that the small, 4 cubic foot model would be plenty big enough to take care of her needs. It had looked bigger in the showroom, especially when he switched on the little light inside which lit up the interior. Now she knew that it only accommodated about half the supplies she needed to preserve from day to day.

The old ice box had been a bother, especially when Tony had missed her on his daily round. But she remembered that its storage space was twice the amount of her new electric, that its generous shelves had always been more than adequate to hold the milk and the vegetables, the meat and the fruit. After her Saturday marketing, she knew already that the roast alone would take up a large part of one of the two small shelves; that the milk and the butter and the eggs would have to go in to say nothing of the bacon and the sausages. There just wouldn't be room for the fruit and vegetables. Too bad. The six and seven cubic foot boxes would have only cost about $5 more a month on her instalments.

Nor is Mrs. Smith alone in her dissatisfaction. It has been estimated that a good half of the electric refrigerators sold are small models, a fault which may be attributed to various sources: (1) the ignorance of the customer as to actual needs in refrigerator space (2) over-zealousness on the part of the salesman to make a sale at any cost (3) the lack of any existing formula or standard in the industry to scientifically determine the requirements of the individual family.

When a customer is sold inadequate refrigerating capacity, the refrigeration industry has lost volume and profit—a loss which cannot be replaced during the lifetime of the refrigerator already installed in the home; and the customer has not been given adequate satisfaction in her purchase—a situation which may affect her goodwill towards other labor-saving electrical devices. A family of five interested in buying an automobile would hardly think of purchasing a two-seater roadster. If they can't buy a sedan in a more expensive make of car, they descend to the less expensive make —but they buy *adequate capacity* in transportation.

In an endeavor to find some standard which might be applied to the family in this matter of buying adequate refrigerator capacity *Electrical Merchandising* surveyd 100 home service women in power companies to determine what methods, standards were in use. Of the replies 29 indicated a formula that was being followed. A large number of replies maintained that no formula for capacity was possible.

Here Are the Questions

The questions and the tabulated replies follow:

Question No. 1. *Do you use any suggested refrigerator capacity standards for families of different sizes?*

65% said no standard in existence.
4 of remaining 35% use a standard of 2 cu.ft. per person.
2 of remaining 35% use a standard of 1½ cu.ft. per person.
1 of remaining 35% uses a standard of 2½ cu.ft. per person.
1 of remaining 35% uses a standard of 1 cu.ft. per person.
1 company sells same capacity box as old ice box.

Question No. 2. *Do refrigerator salesmen in your company use any such set of standards?*

19 companies' salesmen have no set of standards.
1 company's salesmen try to adhere to 2 cu.ft. to 2½ cu.ft. per person.
1 company's salesmen sell a size larger than customer has in mind.
1 company's salesmen suggest size according to size of family.
1 company's salesmen sell on basis of old box.
1 company's salesmen sell on 2 cu.ft. schedule per person.
1 company's salesmen sell on 1½ cu.ft. schedule per person.
3 companies' salesmen sell on 2 cu.ft. standard but not to extent of losing sale.

Question No. 3. *For a family with two small children (one an infant) small home, small income, what size refrigerator would you suggest?*

4 cu.ft. is minimum capacity recommended — 2 companies recommend this
6.7 cu.ft. is maximum — 1 company only recommending.
7 companies recommend 5 cu.ft.
2 companies recommend 5 to 6 cu.ft.
1 company recommends 4½ to 6½ cu.ft.
11 companies recommend 6 cu.ft.

Question No. 4. *For a family of five—three children school age, 7 room house, not much entertaining?*

4 cu.ft. minimum — 1 company only.
10 cu.ft. maximum — 1 company only.
1 company says 5 cu.ft.
4 companies say 6 cu.ft.
2 companies says 6 to 7 cu.ft.
2 companies say 6 to 8 cu.ft.
3 companies say 7 cu.ft.
1 company says 7½ cu.ft.
2 companies say 7 to 8 cu.ft.
6 companies say 8 cu.ft.
1 company says 8 or 9 cu.ft.

IN THE HOME

The MacDonald method: Count the number of articles in the refrigerator for three consecutive days. Find the average, divide by three and the result is the cubic foot capacity required.

refrigerators

Question No. 5. *For same family — entertaining extensively though modestly — mother belongs to church and civic clubs?*

5 cu.ft. min. — 1 only.
12 cu.ft. max. — 2 only.
3 say 7 cu.ft.
1 says 6 to 7 cu.ft.
1 says 7 cu.ft.
1 says 7 to 8 cu.ft.
8 say 8 cu.ft.
2 say 8 to 10 cu.ft.
3 say 9 cu.ft.
5 say 10 cu.ft.
1 says 10½ cu.ft.
1 says 10 to 12 cu.ft.

Question No. 6. *For small family — with invalid requiring special diet?*

4 min. — recommended by 4 companies.
10 max. — recommended by 1 only.
2 say 5 to 6 cu.ft.
7 say 6 cu.ft.
2 say 6½ cu.ft.
2 say 6 to 8 cu.ft.
3 say 7 cu.ft.
1 says 7½ cu.ft.
1 says 7 to 8 cu.ft.
2 say 8 cu.ft.

Question No. 7. *For a large family — 8 children some school age, some working. Income under $5,000?*

6 cu.ft. min. — suggested by only 1.
18 cu.ft. max. — suggested by only 1.
1 says 7 cu.ft.
5 say 8 cu.ft.
1 says 8 or 9 cu.ft.
1 says 8 to 10 cu.ft.
6 say 10 cu.ft.
4 say 10 to 12 cu.ft.
2 say 12 cu.ft.
1 says 14 cu.ft.

Question No. 8. *For a family of 5 — with large home income $10,000 to $25,000; one or two servants?*

9 cu.ft. min. — suggested by 1.
18 to 25 cu.ft. max. — suggested by 1.
2 say 10 cu.ft.
1 says 10 to 12 cu.ft.
1 says 10 to 14 cu.ft.
3 say 11 cu.ft.
3 say 12 cu.ft.
2 say 13 cu.ft.
1 says 13 to 17 cu.ft.
1 says 14 cu.ft.
1 says 14 to 17 cu.ft.
1 say 15 to 18 cu.ft.
1 say 17 cu.ft.
3 say 18 cu.ft.
1 company suggests special installation — another 2 boxes of 8 to 10 cu.ft. each.

Question No. 9. *Do you think any standard could be set up based on the number of cu.ft. or sq.ft. capacity for each person in the family? If so, what would you suggest as a basis for this estimate?*

The companies that have established the 2 cu.ft. per person standard and the 1½ cu.ft. per person, seem to think their systems best. Other comments vary.

For instance, one woman says "We attempt to hold to the suggested 2 or 2½ cu.ft. per person but find the 'buying public' know the particular sized box they want to buy. Occasionally someone buys one too small."

Another woman: "We lean in the direction of a refrigerator of as much capacity as the earning power and available space warrants."

Another "It is consensus of opinion that 2 cu.ft. is minimum standard, but it is impossible to set a definite standard due to the individuality of food storage."

Another: "Any size family needs a six foot box — I don't see how ample food storage could be possible in anything smaller. We talk marketing in quantities — there must be space for those foods. A foot to a foot and a half per person would be a fair allotment."

Another: "It is rather hard to follow an iron-clad set of standards in purchasing an electrical refrigerator. In my opinion, to allow 2 cu.ft. of shelf area with 1 cu.ft. area available for entertaining up to 3 people, is a very good standard to follow."

Nine of the women maintain it is impossible or extremely difficult to set up a standard.

One woman says "We doubt if a general standard could be set up to apply to the majority, due to the varied living conditions of families and their financial resources."

Another: "We feel that it is usually impractical to sell less than a 5 cu.ft. refrigerator and that size only to a very small family."

Another: "It seems impossible to set a standard. Living conditions and personal tastes vary so in every family. We use the 2 cu.ft. per person idea in talking with customers, but it really doesn't mean much. We sell more 6 cu.ft. boxes than any other size, and they go into families of from two to eight people. We always try to sell them large sized machines since we know that they will be better satisfied customers but, this year especially, dollars talk louder than ever, so it makes standardizing even more difficult. From my experience I would say that 1½ cu.ft. per person was nearer the average we sell and I know that this works out to be adequate where there is not too much entertaining of extras."

One method of determining refrigerator capacity for the family that differs from all others is supplied by Mrs. Elizabeth Stone MacDonald, in charge of home economics for the Frigidaire Corporation. The MacDonald method: Count the number of articles in the refrigerator each day for three days. Take the average and divide by three for ample storage space and by four for a crowded box and the result is the capacity required. Example: 20 articles, first day; 16 articles, second day; 18 articles, third day: Average, 18 articles. Divide by three and the requirements indicate a 6 cu.ft. box; divide by four and the requirement is about a 5 cu.ft. box.

An analysis of the methods outlined above makes it fairly plain that one of the crying needs of the whole situation is some agreement on the standards for capacity required which may be universally adopted by the industry. It is a job which the Home Service committee might do well to take over. The contribution they would make to both the industry and the home would be far-reaching.

CHARLES OSBERG

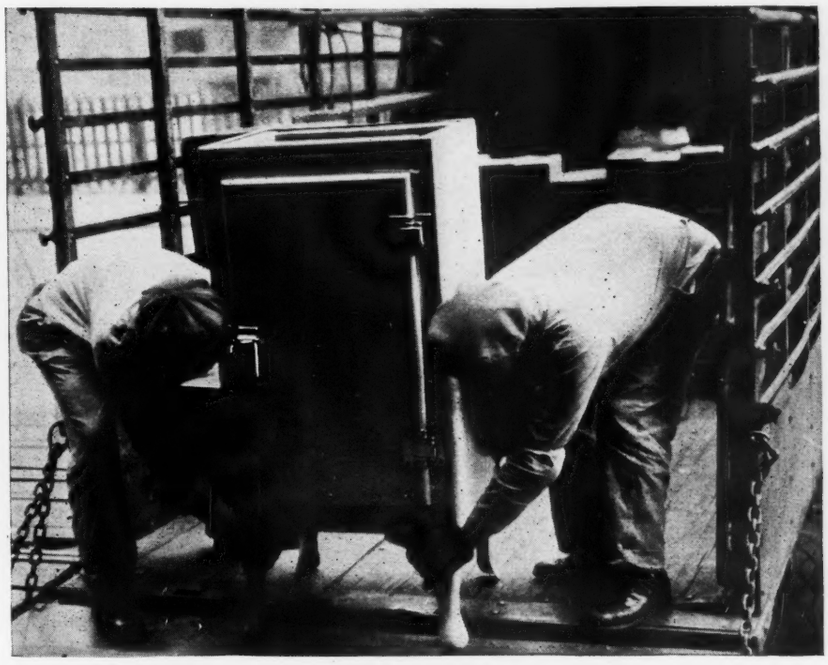
Remembers both Thomas A. Edison and Samuel Insull . . . rides in a Packard . . . sells 370 refrigerators (G.E.) a year in Chicago's silk-stocking suburb.

Osberg Formula

"WHOA!" says the expressman out in Riverside, Ill., and forthwith carries in an electric refrigerator to the waiting householder. No service man hovers on the scene—in fact a day or so generally elapses before some one appears to see if it's humming along all right.

This sort of performance grew out of Charles Osberg's yen to carry a line of merchandise that didn't have to be "buttoned up." For thirty years Riverside had been calling the Riverside Electric Company to hang fixtures and do wiring jobs, and most of this time Mr. Osberg had been going about with pliers in his pocket. He took a refrigerator line because of a long felt wish to have a package item that didn't need tinkering with to install. Today the expressmen plugs in each box and starts it going.

Osberg evolution: Charles Osberg can remember when Thomas Edison rolled up his sleeves and put in an afternoon's work with him back in 1885, in the Edison factory. Later he knew Samuel Insull, just over from England, driving two horses tandem hitched to a snappy dog cart, and wearing a monocle. When he came to Chicago he was foreman of a gang that wired the home of Yerkes, the builder of Chicago's chief electric lines. Incidently, one of the men touched a blow torch to a prized Yerkes painting, and got the group of them fired. Eventually Mr. Osberg evolved to his own business and the rustic life in Riverside.



HIS EXPRESSMEN

Charles Osberg wanted to sell something that didn't require a mechanical genius to install. His expressmen plug in a refrigerator as soon as it is delivered. Result: Charles Osberg has no service men, no pliers.

The idea: A Packard car carries Mr. Osberg to and from work. He believes in first grade merchandise, saying he has a "Packard" complex.

"However, I do not think ability to sell high priced merchandise is a qualification that can be acquired overnight," he says. "For thirty years I've lived right here in Riverside. This Chicago suburb of 7,000 is a silk stocking district. Interior decorators—I call to mind Marshall Field's—often brought people into our store to select light fixtures. We gained prestige from gestures like this that money couldn't buy. What we sold was credited with being right in value and good taste. Naturally when we recommend a refrigerator, this past reputation helps us along. I want to mention here that the cream had been skimmed when we first took on a refrigerator line—the forty or more of Riverside's wealthiest families had been sold when we started.

Faith pinned to outside selling: Direct mail has not been effective in Riverside. Four men working outside close 85% of sales in homes. Men stick like leeches when a prospect is unearthed. Territories are given to each of the men, and all sales credited. Pay is on straight commission basis, 10% to new men, 12 to veterans.

Winning arguments: The big convincers in Riverside are food sanitation and child health. Ice cubes do not seem to be a strong talking point. Men are interested in mechanical features and strong guarantee.

Technique: Salesmen introduce prospects, so far as possible, to owners of refrigerators, depending on mechanical perfection to clinch sale.

Sales training: Mr. Osberg feels that local men often lack nerve to ask their neighbors to buy, and as result all four salesmen come from out of village. All men are graduates of distributor's school. Mature salesman with family of his own is most successful and convincing, Mr. Osberg declares.

Proof of pudding: Sales in 1930, 371 electric refrigerators (G. E.); in 1931, 370; first six months of 1932, 197 (compared with 195 for similar period of 1931). Average sale has been a 6 cu.ft. box, listing at $275.

Other lines: Washers, fans, ironers, cleaners. No radio. Mr. Osberg declares that electrical items are specialties and will never sell themselves. There must always be sufficient margin to permit intensive work, and for lack of this, he gave up trying to sell radio sets.

RIVERSIDE, ILL.

Four outside salesmen close 85 per cent of Osberg sales in Riverside, Ill., one of Chicago's high-class suburbs. Chief arguments: sanitation, children's health, mechanical perfection.

Selling the "DETOUR"

By

Frank B. Rae, Jr.

Worn out lamps are usually relegated to closet and other little used sockets. When lamps in regular sockets burn out the housewife "robs" the detour socket. There the problem—here the answer.

IN THE little lakeport town of Sandusky, Ohio, is a dissatisfied utility man. His name is Justin Rogers. The main cause of his chronic dissatisfaction seems to be that folk don't use electric light intelligently and the reason for this, he avers, is because the trade doesn't sell light intelligently.

"We're all too eager to say, 'it can't be done,' instead of trying to do it. We make it hard for the public to buy our service and merchandise instead of trying to make it easy and automatic. As an industry we raise up too many barriers against our own business—mental barriers, price barriers, code barriers."

"For example," he goes on, "one can't replace a dangerous, dilapidated and inadequate lighting fixture in a kitchen in this town without paying from ten to twenty per cent tax on the value of the new and better fixture. This tax is called an 'inspection charge' and is assessed on the theory that fixture hangers are presumably fools or firebugs whose highly skilled labor must be checked to see that they do not jeopardize the lives and property of those who employ them. Fancy such a law being enforced—with a twenty per cent tax—on, let us say, surgeons. After the surgeon had cut out your appendix the inspector would come and slit the stitches, peek in the hole to see that the appendix had, in very truth, been removed, the wires firmly soldered and the contacts taped with approved stickumtite.

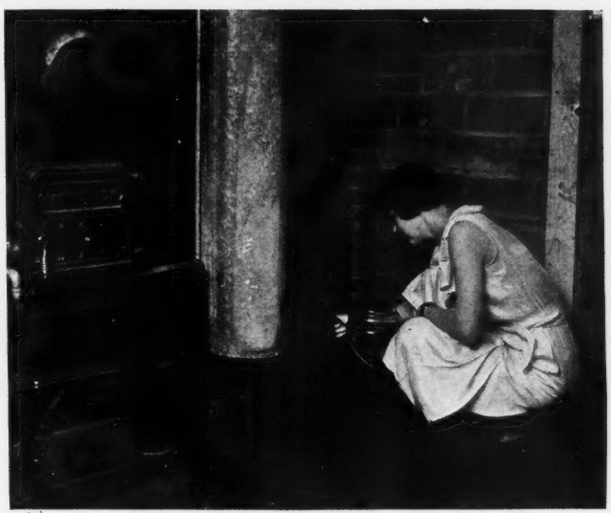
"That's approximately what happens when we sell a kitchen light in this town. The fixture hanger does a workmanlike job: the inspector comes and says it's a workmanlike job: the tax for his saying so is ten to twenty per cent on the cost of the fixture.

"Now, don't get me wrong," insists Rogers, "I believe that electric wiring should be super-safe, but I also believe that this should be managed without taxing safety so high as to either promote home-brew wiring or result in no wiring at all."

Well, Justin pondered this particular problem so long that he finally evolved a very ingenious sort of "jumper"

Sockets

The SANDUSKY DIVISION *of* OHIO PUBLIC SERVICE DOUBLED *Domestic Lighting Load When They Put High-Wattage Lamps In* CELLAR...ATTIC *and* CLOSET SOCKETS



The lowest standard of illumination in the home is in out of the way sockets—cellars, attics, closets, garages and other odd spots. Here is how one company met the problem.

to short-circuit the inspection tax and other overloads which in times like these act as effective prohibition against refixturing improvement. He developed that new and very interesting lighting jigger, colloquially called a "dish pan," the story of which has already been reported in these pages.

One thing which he discovered while selling his "dish pans" and which particularly annoyed him was the deplorable abundance of left-over bulbs in service in his customers' homes—carbon lamps of the four-watts-per-candle era, ten-watt sign lamps, pre-war tungstens, old mill-type lamps and bulbs so black you could hardly see the lighted filament. These antiques shed their murky gloom in attics, closets, cellars, garages and similar secondary spaces. Rogers decided to do something about it.

And, of course, everybody called it a fool idea. "How can you afford to climb into attics and peek into closets and fall into cellars just to sell a light bulb?" asked the hard-boiled bimbos who have to see the fish in the frying pan before they will bait a hook. "Don't rightly know," answered Justin, "but I might find out."

* * * * * * *

This is not the account of any spectacular sales success. It is simply the report of an investigation of a situation which confronts every dealer who sells lamps and every utility which supplies electricity.

As matters now stand, there are probably fifty million practically worn-out lamps in seldom-used sockets in the homes of this country. At normal prices this means that right now there is about $10,000,000 of replacement sales conceivably securable. But this is not the main consideration involved. Says Rogers:

"The lowest standard of illumination in the home is in the out-of-the-way places—attics, cellars, closets—consequently, a very definite influence toward better illumination will be constantly in the housewife's mind when we are able to show her how much more convenient it is to be able to find the proper dress in her closet in so much shorter time than she is accustomed to spend, or when we show her the increased speed with which the washing and ironing can be taken care of under better lighting.

"Admittedly these out-of-the-way lamps burn very few hours per year and therefore represent a relatively insignificant revenue to the utility and equally small replacement sales to the lamp dealer, so we all might say, 'Why bother?' The answer is that there is another and even more important factor involved, which is, that high-wattage lamps in seldom-used sockets are available for replacement service when bulbs in the living room or kitchen burn out. For in spite of all we can do, the average home does not carry spare lamps. When one burns out, the general practice is to 'rob' a seldom-used socket, and if that socket carries a 100-watt lamp it means that the regular long-hour service sockets will be refilled with lamps of adequate wattage and not with decrepit left-overs.

STARTING upon this premise, Rogers carried on a several months' experiment. He himself made many calls of investigation upon residence customers of every class. His leading salesman filled in time on similar calls, seeking information rather than business. But most important, the idea was explained to a salesman who sells nothing but lamps on commission and it was up to him to make the idea pay.

He did.

While disposing of his normal quota of bulbs he managed to average thirty-five actual installations per week of high-wattage lamps in seldom-used sockets. Understand, he actually put these lamps in these sockets—he did not merely sell the lamps. To accomplish this result he had to do a lot of talking.

"After watching the development closely I am convinced that lack of aggressiveness on the part of our own

(Please turn to page 46)

surveys and —

Dameron Survey Provokes Criticism

FEW statistical surveys in the electrical appliance industry have aroused such furore as that released by Professor Kenneth Dameron, executive secretary of the Electrical Merchandising Joint Committee, sponsored by the trade associations in the electrical, dry goods, furniture and hardware fields. Dameron gives the distribution of sales of electrical appliance manufacturers who sell direct to retail outlets as follows:

Kind of Retail Outlet	Per Cent of Total
Utilities (Central Stations)....	32.0
Department Stores.....	24.0
Electrical Specialty Dealers..	10.2
Furniture.....	9.9
Electrical Contractors*.....	8.6
Manufacturers' Branches.....	6.0
Radio.....	2.5
Mail Order.....	1.9
Plumbers.....	1.6
Music.....	1.5
Hardware.....	0.9
Jewelers.....	0.6
Drugs.....	0.3
	100.0

*Evidently "Contractor-Dealers"

Chief criticism of Dameron's figures has centered on the high percentage of sales ascribed to department stores, the small portion attributed to specialty dealers and hardware stores. "Obviously inaccurate and grossly unfair," charges Charles J. Heale, Editor of *Hardware Age,* "is the lowly position given to the retail harware trade, in the survey." Editor Heale cites on-the-spot studies made by his magazine in the state of Ohio to discredit the Dameron figures. General Manager Leonard Tingle of *Good Hardware,* competitor of Editor Heale's *Hardware Age,* also objects. Says he in *Printers' Ink,* quoting U. S. Census of Distribution figures for Connecticut, selected as a typical state, "Hardware dealers do 8.2% of the business on electrical appliances; department stores 11.3% and furniture stores 1.4%. Compare these figures with those given in the (Dameron) survey which show hardware dealers with nine-tenths of 1 per cent, department stores 24%; furniture stores 9.9%."

Miscellaneous objections to the Dameron figures have been voiced by appliance manufacturers' sales representatives, whose bosses have had these men on the carpet for not getting as much department store business as was indicated in the survey. Electrical specialty dealers are disgruntled, heretofore believing they were doing a better

PROF. KENNETH DAMERON
OF OHIO STATE UNIVERSITY

"Chief error in judgment . . . failure to check survey methods and findings with responsible merchandising authorities . . ."

merchandising job. Caution is shown by N. E. L. A. Commercial Director, C. E. Greenwood, who in releasing Professor Dameron's figures says: "Dameron . . . presents conclusions which are at variance with published figures from other reliable sources. . . . The figures were not checked and officially released by the Electrical Merchandising Joint Committee previous to press release and publication in the 'Bulletin' of the National Retail Dry Goods Association."

Electrical Merchandising objects to certain phases of the Dameron survey, believes Dameron exercised poor judgment in not making the scope of his survey more plain. The objections:

1. Surveys of electrical appliance distribution that take actual sales figures from the field are preferable to surveys based on questionnaires sent to manufacturers. Like the U. S. Census of Distribution, *Electrical Merchandising* in its own surveys has periodically sent trained investigators into a number of typical communities, gained access to retailers' and wholesalers' books, and found each group of retailers' actual sales of appliances, irrespective of whether purchased direct from manufacturer or through jobbers. In such a field survey made in 1930 in 14 typical communities *Electrical Merchandising* found distribution of electrical appliance sales as follows:

Kind of Retail Outlet	Per Cent of Total
Utilities (Central Stations)...	29
Department Stores.....	13
Electrical Specialty Dealers and Manufacturers' Branches	37
Electrical Contractor-Dealers.	9
Hardware and Housefurnishing Stores.....	9
All Other Outlets.....	3
	100

Although only one of the communities surveyed by *Electrical Merchandising* was in Connecticut, the percentages ascribed to department stores (13%) and to hardware stores (9%) check more closely with Census of Distribution figures for Connecticut; department stores 11.3% and hardware stores 8.2%, than do the Dameron figures; department stores 24%, and hardware stores 0.9%.

2. Large quantities of electrical ap-

MANUFACTURERS REPORT THEIR NET PROFITS—OR LOSSES

Manufacturer	Product	Period Covered by Report	1932	1931
Air-Way Elec. Appliance Corp.	Cleaners and Heaters.....	Quarter ending March 31	*$102,870	$2,472
Anaconda Wire & Cable Co...	Wire and Cable.....	Quarter ending March 31	* 236,446	161,465
Borg-Warner Corp.....	Subsidiary: Norge Regrigerator.....	Quarter ending March 31	170,220	329,792
Cable Radio Tube Corp.....	Radio Tubes.....	Year Ending April 30...	* 155,544	* 422,728
Continental-Diamond Fibre Co.....	Insulation, etc.....	Quarter ending March 31	* 162,374	* 29,624
Crosley Radio Corp.....	Radio, Ironers, Refrigerators.....	Year ending March 31....	* 139,091	* 917,648
DeForest Radio Co.....	Radio Tubes, Television...	Year ending March 31....	* 138,394	.....
Electric Auto-Lite Co.....	Clocks, etc.....	Quarter ending March 31	547,680	1,169,762
Foote-Burt Co.....	Washers, etc.....	Quarter ending March 31	70,049	* 67,355
General Cable Corp.....	Wire and Cable.....	Quarter ending March 31	* 850,169	* 697,965
Grigsby-Grunow Co.....	Refrigerators and Radio...	Quarter ending March 31	* 747,026	.....
Holland Furnace Co.....	Air Conditioners, etc.....	Year ending March 31....	265,906	1,676,403
Hoskins Mfg. Co.....	Heating Appliance Elements	Quarter ending March 31	29,741	67,778
Household Finance Corp.....	Time Payments.....	Quarter ending March 31	1,085,553	1,034,096
Hammond Clock Co.....	Clocks.....	Year ending March 31....	* 13,312	507,720
Kelvinator Corp.....	Refrigerators.....	Quarter ending March 31	*159,949	352,749
Maytag Co.....	Washers.....	Quarter ending March 31	* 35,058	215,753
Mullins Mfg. Corp.....	Washer Tubs, etc.....	Quarter ending March 31	16,623	29,701
F. E. Myers & Bro. Co.....	Water Pumps.....	Half year ending April30	129,478	393,014
National Union Radio Corp..	Radio Tubes.....	Year ending April 30....	* 11,970	* 25,573
Noma Electric Corp.....	Xmas Tree Lights.....	Year ending Feb. 29.....	61,906	209,092
Petroleum Heat & Power Co..	Oil Burners, etc.....	Quarter ending March 31	316,820	129,239
Radio Corp. of America.....	Radio Sets, etc.....	Quarter ending March 31	503,224	1,566,519
Servel, Inc.....	Refrigerators.....	Quarter ending April 30...	* 190,691	448,253
Stewart-Warner Corp.....	Radio, Refrigerators, etc...	Quarter ending March 31	*536,760	* 331,756
Union Carbide & Carbon Corp.	Controls National Carbon	Quarter ending March 31	1,981,439	4,613,670
United American Bosch Corp.	Radio, etc.....	Quarter ending March 31	* 306,259	89,847
Westinghouse Elec. & Mfg. Co.	General Line of Electrical Products.....	Quarter ending March 31	*1,320,148	2,885,945
Weston Elec. Instrument Corp.	Instruments, Photocells, etc.	Quarter ending March 31	* 40,517	60,644
White Sewing Machine Corp..	Sewing Machines.....	Quarter ending March 31	* 455,996	* 40,062
Zenith Radio Corp.....	Radio.....	Year ending April 30....	* 399,370	* 482,740

* Net loss.

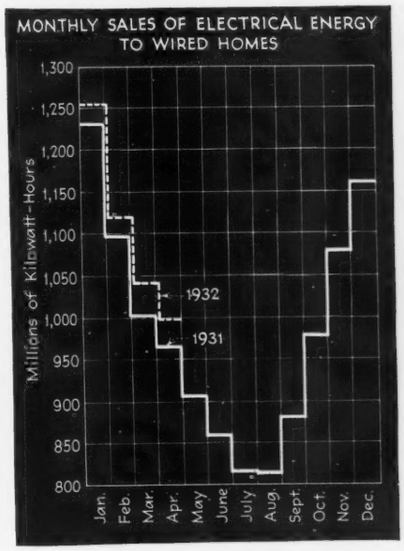
pliances are sold by manufacturers through distributors, department stores being large buyers of electrical merchandise direct from manufacturers. This condition, recognized by experienced electrical merchandisers but perhaps unfamiliar to men with exclusive department store background, makes the Dameron figures, released as they are without wholesalers' sales figures, of questionable value. For example, in 1931 total electrical appliance sales reached almost 500 millions of dollars. Refrigerators sold largely through distributor-to-dealer and factory-branch sales channels, accounted for almost 230 millions of dollars. Washer and cleaner sales, in which distributors and jobbers played a potent role, amounted to another 100 million dollars.

Furthermore, high retail prices of refrigerators, washers and cleaners, chief stock in trade of the electrical specialty dealers and manufacturers' retail branches, far outweigh retail prices of heating appliances, in the sale of which department stores admittedly are an important factor. Logically, therefore, the figures of 37% for combined sale of specialty dealers and manufacturers' retail operations, as developed by the *Electrical Merchandising* survey, gives a truer picture of sales conditions than does the figure of 16.2% for the combined sales of specialty dealers and manufacturers' branches in the Dameron survey.

3. Dameron figures were secured from manufacturers who told what percentage of their business went to various types of retailers. No figures have been released showing how many manufacturers participated in this survey, who they were. Preponderance of table heating appliance factories' figures or failure of large manufacturers to contribute data would naturally throw out of line the true perspective on total appliance sales. Too bad Dameron did not release the list of contributing manufacturers. Data is also lacking to show whether individual manufacturers' *percentage* of sales to each type outlet were added and averaged or whether the actual *dollar volume* of individual manufacturers' sales to each type outlet were added and averaged.

Professor Dameron's findings on sales to retailers by electric range manufacturers are likewise at variance with the appliance industry's notions. Professor Dameron shows 32.5% of the ranges going to utilities, 30% going to mail order houses, and 17.5% in hardware dealers, seven other classes of dealers getting 5% or less of the total. As late as January, 1932, no less an authority than T. K. Quinn, Vice-President of the General Electric Company, said "The public utility companies still sell about 95% of the electric ranges which are sold in the country." (*Electrical Merchandising*, January, 1932). Here again the danger of giving out figures on manufacturer-to-dealer sales without manufacturer-to-distributor data.

—statistics



Figures reported by electric light and power companies to the National Electric Light Association for the month of April show that 997,316,000 kilowatt-hours of electrical energy were sold to the wired homes of America, a 3.4% increase over the 964,804,000 kilowatt-hours sold in April of last year.

Dameron survey figures which have escaped bombardment:

1. Consumer interest in various household tasks and appliances, as determined by interviews with an unspecified number of homes, was divided as follows:

	Per Cent
Refrigeration	37
General Cooking	22
Washing Machines	20
Ironing	20
Cleaning	8
Toasting	4
Dishwashing	4
Coffee Percolating	3
Sewing	2
Floor Polishing	2

These figures should interest not only dealers and distributors but appliance manufacturers thinking in terms of appliances to add to their lines.

2. Best selling retail prices of electrical appliances:

Item	Price Range	Best Selling Price
Washing Machines	$59.40–165.00	$69.50
Ironers	69.50–104.50	69.50
Refrigerators	99.50–285.00	200.00
Sewing Machines	39.50–119.00	49.50
Cleaners	19.95– 69.50	49.50
Fans	1.98– 16.50	6.50
Irons	1.95– 4.95	3.95
Percolators	4.95– 10.50	5.95
Waffle Irons	3.95– 13.75	5.95
Toasters	1.00– 5.95	3.95

3. Percentage of sales of appliances on time payment: Department stores, 77%; central stations, 81%; electrical and hardware dealers, 64%.

Chief error in judgment which *Electrical Merchandising* lays at Professor Dameron's door is failure to check his survey methods and findings with responsible merchandising authorities in the electrical appliance industry before releasing figures to magazines and newspapers. These media, quick to print the figures but failing to include proper interpretations, have caused considerable confusion and misunderstanding, have brought accusations that the Damerson survey shows department store bias.

Cleaner Sales Down

DURING May 1932, according to C. G. Frantz, Secretary of the Vacuum Cleaner Manufacturers Association, 39,068 electric vacuum cleaners were sold, compared with 70,303 for May 1931. For the first five months this year cleaner sales have amounted to 218,206 machines as against 359,022 for the first five months of last year.

85.9 of Quota

DURING the first five months of 1932, according to the Electric Refrigeration Bureau, 438,181 household electric refrigerators are estimated to have been sold. This is 85.9% of the N. E. L. A. quota of 510,050 machines. States which went way above quota included Connecticut, Rhode Island, Deleware, Maryland, District of Columbia, New York, Pennsylvania, West Virginia, Missouri, Nevada, Virginia and Oklahoma.

Although all individual sales figures for May have not yet been released, two manufacturers report excellent sales for that month, Kelvinator's sales being 17% greater than May, 1931, while Norge sales were 11% greater in May of this year than in the same month last year. Copeland reports good busniess in June, orders received at the factory during the week ending June 16 being 144% greater than those of the previous week.

Washer Sales

ELECTRIC clothes washer sales for the month of May, 1932, amounted to 35,811 machines as compared with 57,626 for the same month last year, according to reports from twenty-eight washer manufacturers tabulated by J. R. Bohnen, executive secretary of the American Washing Machine Manufacturers' Association.

refrigerators

This medical school bought eleven refrigerators; others are prospects.

Peggy Graham turned Norse for Norge

Nikki Norge

LATEST refrigerator advertiser to take to the air is Norge. Sponsored by Strong, Carlyle & Hammond Company, territorial distributors in Cleveland, the new program has for its principal attraction "Nikki" Norge, played by Peggy Graham.

A. E. Bottenfield, sales director of the Norge Division is said to have worked cut a plan which permits the radio period to be devoted to pure, unadulterated entertainment; with advertising in local newspapers carrying the tie-up and making the offers that are customarily part of the broadcast message. Mr. Bottenfield told of the program and its results, saying, "The Nikki Norge program is a period of solid entertainment. Each broadcast is a complete unit, outlining one of the old legends of the Norsemen. The single word of a commercial nature tells the listener to see local newspapers for the Norge advertisement which will tell how, when and where the youngsters of the family may see the Marionette Show, where Nikki Norge attends in person. The program has been received with enthusiasm. Evidently listeners are tired of too much product-mention; they turn to solid entertainment with relief. And the results of this understanding, applied to broadcasting and tied in with our newspaper advertising, keep the Marionette Shows busy.

Researching

ONE of the most interesting installations of electric refrigeration, as an aid in medical experimental and research work, has been made recently at the Louisiana State Medical College, where eleven refrigerators (Westinghouse) have been installed in the new Medical Center Building in New Orleans.

This institution, of which Dr. Arthur Vidrine is Dean and in charge, stresses practical instruction in all the branches of medicine and surgery, giving particular attention to tropical medicine, industrial surgery, and the diseases indigenous to the South. The refrigerators are installed in rooms where important branches of anatomy and pathology are studied.

Sales Cannon

TO demonstrate, convince prospects that porcelain on steel is the ideal finish for the electric refrigerator, that it will outlast cheaper finishes, Frigidaire Corporation evolved the miniature cannon (see cut) which hurls steel balls against a porcelain panel at the rate of 3,600 an hour.

An attraction which has attracted curious crowds at General Motors, Frigidaire shows, the barrage laid down by the cannon reaches its greatest effectiveness when accompanied by just as vigorous a barrage laid down by the salesman.

3600 cannon balls an hour interested the customers in quality.

Electric Clock Fixer

A REPAIR service for crippled electric clocks, which heretofore have had to be returned to the factories, has been inaugurated by Noble & Peterson in Cicero, Ill.

"The opportunity for somebody to step in locally and take care of this work has been bobbing about, with neither electric shops nor jewelers able to qualify," said Mr. Peterson. "It looked like a good bet to be able to make simple adjustments, so we gave our repairman, Irving Lee, several models to tear down and get acquainted with. As a result we are now making simple repairs and installing electric movements in cases long treasured by families. We charge 50c. to $2 for repair work, and still send clocks with complications into the factories."

Only a handful of tools is used by Mr. Lee, who has invested in two small screwdrivers, a file, a $\frac{3}{8}$ by $\frac{5}{8}$ wrench, a long nosed pliers, and a long screwdriver. A kit of parts from leading manufacturers completes the department equipment.

IRVING LEE

Tore down a lot of electric clock models to find out what made them run. Now he does most of the company's repair work. Tough jobs are still sent to the factory.

5,000 Clocks So Far

THE power of the electrical league as a coordinating factor in appliance merchandising campaigns has never been more effectively demonstrated than today. Especially effective have been the efforts of the Electric League of Pittsburgh.

Early in the year, they organized dealers, jobbers and power company, sold almost 750,000 lamps; in March they turned the bright spotlight of public attention on irons and in four weeks accounted for $25,000 worth of sales. The latest drive, not quite completed as we go to press, has resulted in the sale of nearly 5,000 electric clocks in a four-weeks period. Of this number, dealers have reported sales of 2,300 clocks, the utility, 2,500. Beginning on May 16, the campaign is scheduled to close July 2.

When the committee met to discuss the campaign they named A. R. Loughborough, general manager, Graybar Electric, general chairman. Forthwith, rules were laid down, prizes determined upon to reward dealer selling activity, advertising and promotional matter prepared. According to League manager Gerard H. Nickerson, the following important points were made:

1. Standard grade electric kitchen and alarm clocks only would be featured.
2. A trade-in allowance of $1 on any clock turned in. Of this half was borne by the jobber, half by the dealer.
3. The sale of two clocks to a customer was facilitated by combination price quotation, double trade-in allowance, same carrying charge for two clocks as for one.
4. Down payments were reduced to minimum of .45; time extensions from 5 months minimum to 10 months maximum (on combination).

Backed by 10,584 lines of newspaper advertising under the names of both the Electric League and the Duquesne Light Company (of which Joseph M. McKinley is vice-president in charge of sales) the clock campaign had even further inducements to encourage dealer participation: the power company provided all dealers with forms enabling them to immediately discount time paper on all instalment sales. In addition the four dealers making the most sales receive prizes of $20, $15, $10 and $5 respectively.

The clocks featured in the campaign were General Electric, Hammond, Warren Telechron, Sunbeam, Waterbury, Usalite, Westclox and Westinghouse-New Haven.

At a meeting on June 17, two weeks before the end of the campaign, the Electric League of Pittsburgh held their annual party, elected new officers.

Those installed for the coming year:

D. H. Wyre, president
manager, Incandescent Lamp Department, General Electric Co.

I. W. Danforth, vice president
president, Whitehill Danforth, Inc.

George W. Ousler, secretary
General sales manager, Duquesne Light Company and Equitable Gas Company

Ludwig Hommel, treasurer
president, Ludwig Hommel & Company.

Clock Trade-In

DISTRIBUTORS of Telechron electric clocks notified their dealers that until June 30 they could accept any old clock, regardless of make or condition, and allow the purchaser a credit of $1 toward the regular cost of any model Telechron alarm clock. The distributor allowed the dealer $1 on each old clock traded in, provided he purchase, between May 1 and July 10, an equivalent number of Telechrom models listing at $7.50 and up. Dealers must first register for this plan by signing an allowance certificate—copies of which can be secured from Telechron distributors.

Dealers are now promoting the "New Clocks for Old" campaign by special window displays, newspaper advertising, direct mail and house-to-house canvasses.

washers

GEORGE C. GRAHAM

He did $500,000 a year washer business in New England; now he goes to Mengel Body Company to help market new midget washer-dryer.

Graham to Mengel

IN THE YEARS from 1918 to 1930 the company of Beaudette and Graham were a large washing machine distributing, selling agency. Annual volume, on washers alone, ran close to $500,000 a year. Retail stores were operated in most of New England's principal cities — Boston, Worcester, Springfield, Hartford, Providence, Danbury, Waterbury. Among the first to engage actively in refrigerator selling was Beaudette & Graham.

Significant, then, in the appliance business, is the recent association of George C. Graham, founder and president of the original company, with the newly-formed Electric Appliance Division of the Mengel Body Company, Louisville, Ky. The initial venture into the appliance business, according to William L. Hoge, president, is the third active expansion of this 55-year old concern, whose primary interests heretofore have been in the manufacture of automotive bodies, refrigerator cabinets (Norge), packing boxes and a number of other diversified fields.

To active participation in appliance production and sales have been called Dr. C. K. Reiman, commercial researcher from Boston's Massachusetts Institute of Technology, Teel Williams, formerly of Berkey & Gay Furniture Company (sales) and Mr. Graham.

First product to come from Mengel is a new "midget" washer and dryer combined. The dryer consists of a rubber bag, secured in the dryer head of the machine, and connected by a hose to the water faucet. With the water turned on, the rubber bag expands exerting 30-50 pounds pressure per inch on the clothes. To Mr. Graham is given the credit for the new drying principle, first to be incorporated in a small washer, first in any washer selling under $100.

Anticipated, are refrigerators and ironers as additions to the appliance line.

Washers On Fifth Avenue

ELECTRICAL household washers have crashed Fifth Avenue, New York. For the first time in history they are being sold on that thoroughfare (James McCreery & Co.), the American Washing Machine Manufacturers' Association announces here.

"Nothing could be more expressive of the changed social and buying conditions," said J. R. Bohnen, association secretary. "An entirely new class, never before directly interested in the washing process or in the details of household economics, has come into the buying market and is absorbing a good proportion of this year's washer production.

"Washers formerly were bought largely by wage-earners' wives, for labor-saving purposes. But into the buying picture has come a much more important section of customers, the great middle-and-better buying class. These housewives have the money to buy anything, within reason, for which they see a real need in their homes. Now, for the first time in their lives in many cases, they are giving direct attention to every item of household expense."

Clothes-Line Up

ONE business that is booming, as more women turn to washing their clothes at home, is the manufacture of clothesline. Advance orders for clothsline received by one of the largest manufacturers in the country, the Puritan Cordage Mills, of Louisville, Ky., have compelled the plant to put three eight-hour shifts to work.

Figures

For the month's sales, earnings in the washing machine business, turn to page 32 in this issue.

Edkins On Saturation

To the Editor:

I have been looking over the saturation figures for the United States on household appliances and the thought has occurred to me that if the figures on saturation are based solely upon, say, twenty-one million wired homes in the United States, they must be somewhat misleading.

This prompts me to inquire whether in making up these figures you have ever considered the natural limitations that surround the sale of certain major devices. Let us take washers, by way of example. There is first of all a basic limitation in the sale of washers which has to do with income. Without looking up the figures issued from time to time by the government, I assume that a very considerable percentage of the total number of families in the United States are receiving an income of $1,200.00 per year or less. For these families, the actual cost of food, rent, clothing, medical service, etc., approaches so close to the amount of their income that it is hardly conceivable that many of them could afford to invest in a washing machine. If there are five million such families in the United States, then the point of saturation would be something like sixteen million instead of twenty-one million, and the figure of 40.8% as of January 1, 1932, would have to be stepped up considerably. In addition to this there is, of course, the consideration of an undetermined number of families living in one or two-room apartments where the conditions hardly permit of operating a washing machine, and this would still further reduce the estimated point of saturation. The same argument applies much more forcibly when we consider how utterly out of the question it is for families in these lower brackets to be considered as even the remotest prospects for the purchase of ranges, ironers, or refrigerators.

Possibly these conditions have been taken into consideration in the preparation of annual saturation figures, but if they have not it seems to me that we are presenting a somewhat fallacious sales prospect to the industry at large, and particularly to the manufacturers. I am wondering whether it would not be possible, in future compilations of this character, to make some conservative allowances based on income and practical sales possibilities. Of course, if you go very far with such assumptions you are likely to get into difficulties, but it seems to me that there might be a *few* unquestionable basic assumptions of the character indicated in the foregoing paragraph, which would en-

(*Continued on page 41*)

'ROUND *the* Electrical Map

RIGHT

Sponsored by five merchandising divisions of General Electric, the G. E. Circle radio program, directed by Grace Ellis, above, has become one of the most popular features on the air. And if fan mail is any criterion of radio popularity, we might add that Mrs. Ellis is shown reading letter number 100,000.

ABOVE

To obviate the necessity of junking appliances that have been used for demonstration purposes or repossessed, this used appliance market has been opened by the British Columbia Electric Ry. Company at Vancouver, B. C. Appliances are re-conditioned, sold with 90-day guarantee and the prices have attracted hundreds of bargain hunters who could not afford to buy new goods.

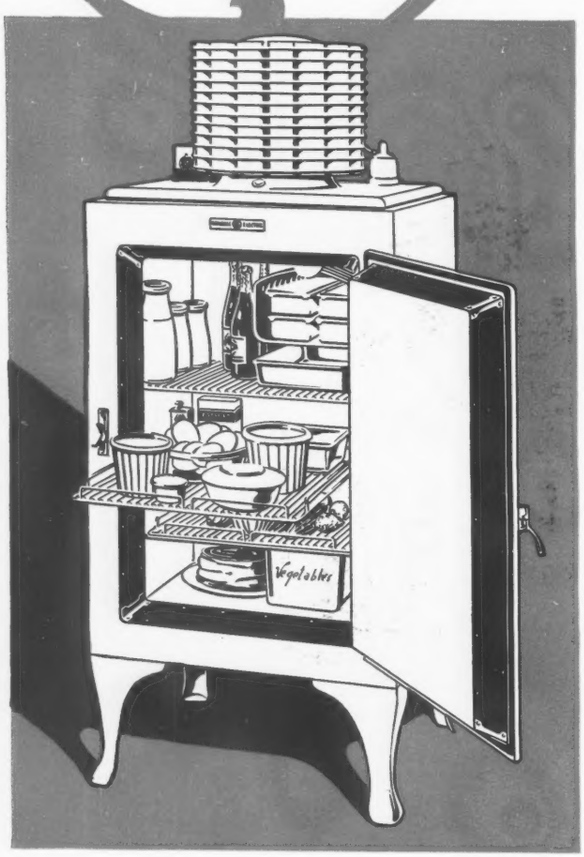
LEFT

Powel Crosley, Jr., having achieved a high place in the radio manufacturing industry, exhibits the latest product of his producing ability—the Crosley refrigerator designed to sell at less than $100. Production has been stepped up to supply distributors, dealers, and now Mr. Crosley is busy with plans for a 3½ cu.ft. box to retail for $89.50.

yes GENERAL ELECTRIC

MAKE

HERE'S PROOF



EASIER SALES, quicker turnover of stock on a smaller investment, greater NET profit . . . that's what General Electric dealers report from every section of the country!

The letters reproduced here are typical of scores of testimonials from dealers in the files of the General Electric Company. From large town and village; from North, East, South and West, comes the same message . . . "General Electric dealers are making money!"

The wide public preference for the Monitor Top Refrigerator results from an unparalleled performance record made in well over 1,250,000 homes. Extensive advertising has taken the message of this remarkable record into millions of homes throughout the land. A vigorous, continuous sales promotion program helps crystallize public preference into ready dealers' sales.

General Electric's simple mechanism is entirely sealed-in-steel in the Monitor Top . . . requires no attention, not even oiling. That means an almost complete absence of servicing . . . and greater NET profits to the dealer. The All-Steel cabinet, built for life-time wear, further reduces maintenance costs. And General Electric's time-

Every utility executive interested in building a permanently increased load should send for a copy of the booklet, "Lodestar of Central Station Merchandising." It points the way to greater revenue and an ever-increasing customer good-will.

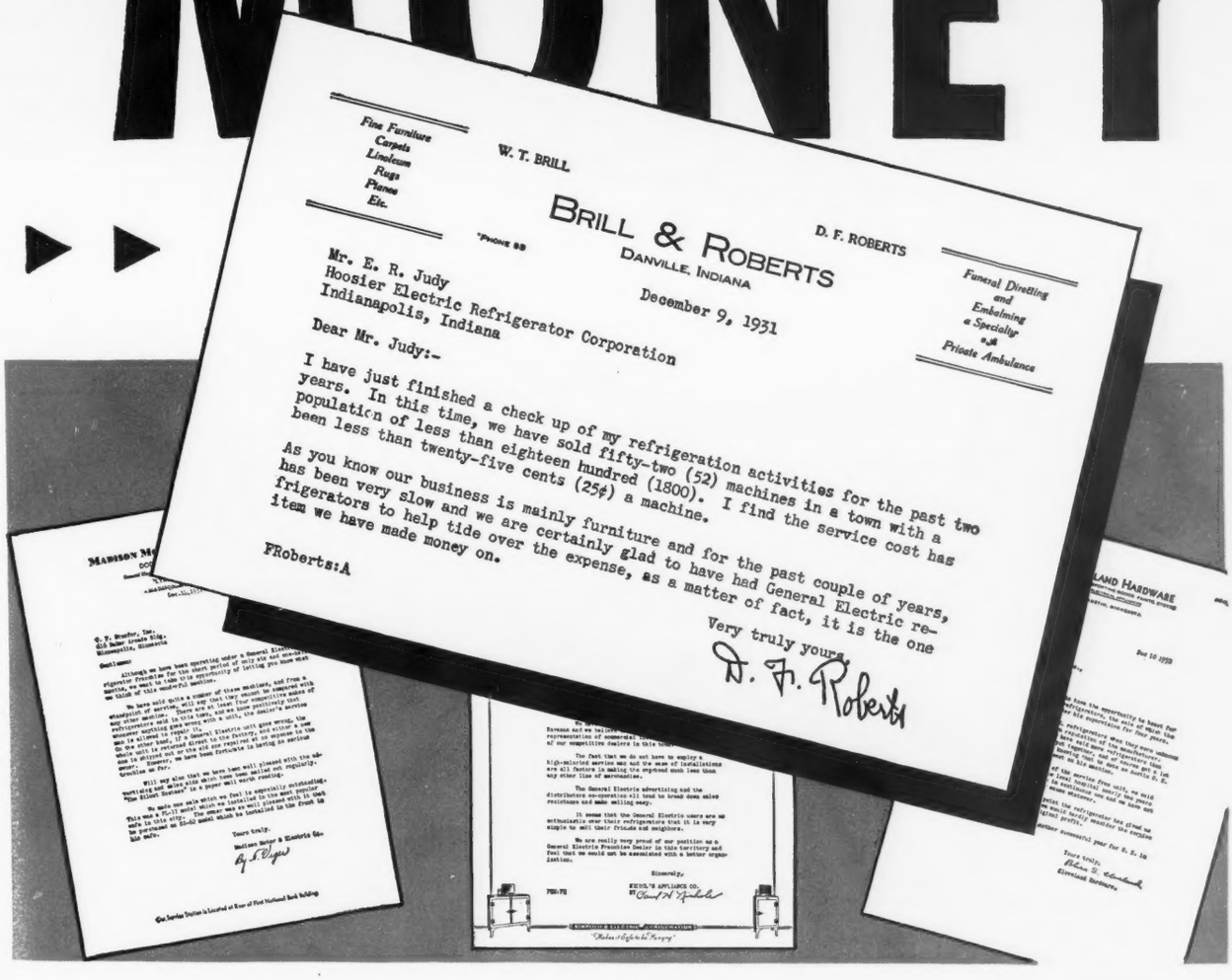
●

Millions have joined the ever-widening G-E Circle, presided over by Grace Ellis, N. B. C. coast to coast network, daily at noon {except Saturday}; Sunday, 7:00 p. m. {Eastern Daylight Saving Time}.

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL

REFRIGERATOR DEALERS

MONEY



Fine Furniture
Carpets
Linoleum
Rugs
Pianos
Etc.

W. T. BRILL

BRILL & ROBERTS

D. F. ROBERTS

'PHONE 99

DANVILLE, INDIANA

Funeral Directing and Embalming a Specialty with Private Ambulance

December 9, 1931

Mr. E. R. Judy
Hoosier Electric Refrigerator Corporation
Indianapolis, Indiana

Dear Mr. Judy:-

I have just finished a check up of my refrigeration activities for the past two years. In this time, we have sold fifty-two (52) machines in a town with a population of less than eighteen hundred (1800). I find the service cost has been less than twenty-five cents (25¢) a machine.

As you know our business is mainly furniture and for the past couple of years, has been very slow and we are certainly glad to have had General Electric refrigerators to help tide over the expense, as a matter of fact, it is the one item we have made money on.

FRoberts:A

Very truly yours,

D. F. Roberts

honored service policy places the product responsibility squarely on the shoulders of the manufacturer.

Mr. Roberts, whose letter appears on this page, echoes the experience of hundreds of other dealers in his statement that when other lines of business are slow, the General Electric Refrigerator is "the one item we have made money on!" General Electric Company, Electric Refrigeration Department, Section DE 7, Hanna Building, Cleveland, Ohio.

GENERAL ELECTRIC

ALL-STEEL REFRIGERATOR

REFRIGERATORS—ELECTRIC WATER COOLERS

'Round the Electrical Map

(Continued from page 37)

RIGHT

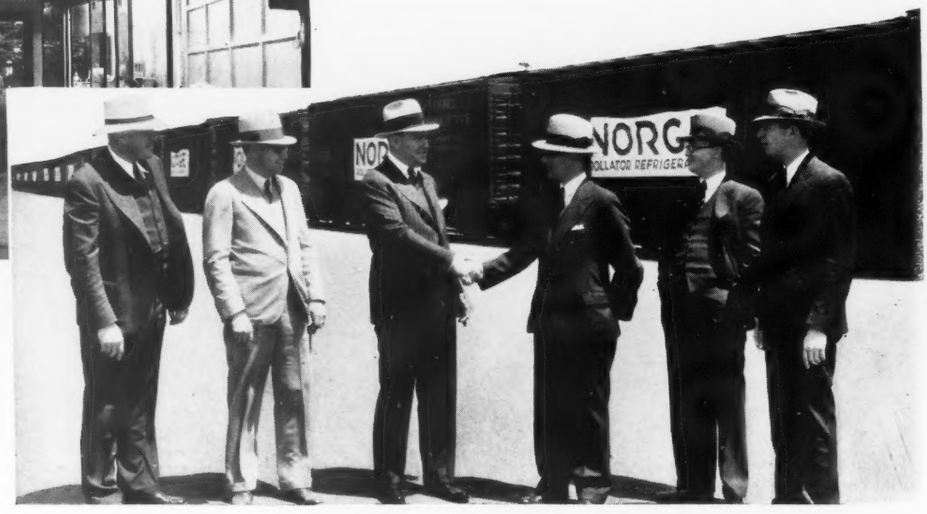
The enthusiastic reception accorded Frigidaire air-conditioning apparatus, has called for full-time production, it was reported recently. Shown above is J. C. Chambers, sales manager of the company's newly formed air conditioning division. His companion is a new three-horsepower compressor, Frigidaire's largest, to be used in air-conditioning and industrial water-cooling installations.

LEFT

The two pictures on the left show the electric kitchen and the exterior view of the Southern Colorado Power Company's new offices in Canon City, Colo. The electric kitchen, designed for cooking demonstrations and lectures is on the sales floor of the new offices and is open for inspection to any customer coming in the building.

BELOW

Norge refrigeration is travelling at such a fast pace these days that nothing short of a trainload at a time seems to satisfy. Five complete trainloads recently left the factory at Muskegon, Mich. Here is one arriving at San Francisco—the largest single shipment of mechanical refrigerators ever received in California, according to some reports. A. H. Meyer, president Leo J. Meyberg, California distributors, is shown receiving the congratulations of railroad officials.



Letters

(Continued from page 1)

Hill publications — *Electrical Merchandising* particularly fostered the entire contractor-dealer movement; being the spokesman not only for the contractor-dealer but all other dealers in the development of the electrical appliance business.

In common with a great many other men in this industry who are not in the utility business, this publication believes that the opportunity to merchandise should be as open to the power companies as to any other business organization. An attempt to force them out of the merchandising business by legislation is economically wrong, and the results in Kansas and Oklahoma have shown that dealers, distributors and manufacturers have suffered from the experiment. We believe that the utilities should be in the merchandising business, carrying on their business on such a basis that the entire trade is benefited by their activities.

As to the query in your last paragraph—whether or not our columns are open for the presentation of the viewpoint of men within our industry whose opinions are at variance with our own. I refer you to the June issue, where in a discussion headed, "Should the Utilities Merchandise" we printed a statement by a prominent dealer, Mr. C. T. Morison, who states his opinion that they should not. We wanted to publish in this same form and with these pages a statement by a prominent contractor, a member in your association, on this subject and wanted him to state his point of view as all the other men contributing to that section, whether it was or was not favorable to utility merchandising. We invited Mr. J. A. Fowler, who is chairman of the trade policy committee of your association to contribute such a viewpoint. Mr. Fowler did not see fit to make this expression in response to our invitation.—ED.

To the Editor:

We have been manufacturers of telephones for 40 years. It is our opinion that should a telephone built for purpose of sales as a toy, be used for commercial use, it will do great harm to the telephone industry. A telephone cannot be made any too good to stand ordinary wear and tear and defective telephones are harmful to the industry.

Very truly yours,
CHARLES AUTH,
Auth Electrical Specialty Co., Inc.
New York, N. Y.

To the Editor:

In the April issue of *Electrical Merchandising* there is an article of telephone sets. As a manufacturer of telephones, we appreciate your efforts in directing the attention of the trade to the possibilities of the sale of this apparatus. There is no doubt but that a large potential market exists for the sale of telephone pairs to boys and experimenters as well as communication service between two points.

Your article, however, conveys the impression that this type of telephone is suitable for installing in apartment houses and commercial establishments where a complete system of intercommunicating telephones is required. It is our belief that telephones of the type that retail at $7.50 a set are hardly suitable for such installations and it would be unforunate if the electrical trade in general were led to believe that sufficiently good telephones for this service could be obtained at the figure mentioned. . . .

M. POROSKY,
Vice-President and General Manager,
The Holtzer-Cabot Electric Company.

To the Editor:

No doubt you have received a number of comments on the article which appeared on Page 55 of the April *Electrical Merchandising* describing a toy telephone set and unfortunately indicating in a minor way that this toy telephone set could be used commercially and in apartment buildings.

You will readily recognize that manufacturers of "he-man" telephone sets are not particularly pleased by this sort of an article and I am sure you had no intention of creating a false impression in connection with this particular set, although our signaling sales manager was considerably upset by this article.

K. B. HOPKINS,
Assistant Advertising Manager,
Graybar Electric Company, Inc.,
New York, N. Y

The article criticized in the letters above was written to call attention to small telephone sets as profitable side line merchandise. Department stores have sold them in quantities. The electrical trade has overlooked the possibilities in this item. In citing the uses for which these small phones had been purchased we mentioned that one wholesale warehouse had linked all departments with an installation of these phones. This may be bad telephone practice, but it is a fact. In reporting this sale, *Electrical Merchandising* was not promoting the use of cheap telephones to replace a proper inter-communicating installation any more than we are advocating bootleg wiring by reporting the large sale of wiring materials by chain stores.—ED.

(Continued from page 36)

able us to show a much more accurate, and a much more encouraging picture of national saturation in electrical appliances.

E. A. EDKINS,
Commonwealth Edison Company,
Chicago, Ill.

It is true that the computation of possible market based on the whole 21,000,000 wire homes presents an exaggerated picture. Frank Rae, in his article "Don't Shoot the Professor" in the March issue of ELECTRICAL MERCHANDISING takes us apart for this as only Frank can do it. T. O. Kennedy, in May MERCHANDISING takes up the minimum bill customers that he estimates to be about 25% of the total which is very close to your estimate of 5,000,000 families with an average income of $1,200 a year or less. It would be unquestionably more accurate if we could arrive at a factor that would bring the immediate potential market for any appliance to a lower basis than the total 21,000,000 wired homes. The difficulty has always been to try to determine such a factor on which more than two people would agree.

These saturation figures that we have compiled every year are being continually quoted, and do after all present a rough measure of our accomplishment in selling our market for appliances. If we or any other research organization set out to calculate how many of the 21,000,000 wired homes are under a certain income and how many of them live in apartments so small as to be prospects for little except lighting, we would first be up against the problem of obtaining an analysis of domestic customers based on income and type of homes. Such an analysis so far as I know does not exist. A few companies have made sample surveys in their own market which cast but little light on this problem.

Second, no group of research experts could be expected to agree on an income figure or living condition which would definitely strike out from our potential market a whole classification of buyers. We would find ourselves faced with the necessity of setting up a figure which would be more arbitrary and open to more question than the present methods.—ED.

New MERCHANDISE

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market

New *Graybar* Washer

The outstanding feature of this new model No. 19 Graybar washer is its dual-capacity made possible by a reversible agitator. Full load capacity—6 lbs. dry clothes—13 gallons of water. Small load capacity—up to three pounds—7 gallons of water. The small load capacity is of great advantage for washing a few silks and dainty things, as well as for the every-day baby wash. It effects a distinct saving in water, soap and time. The other outstanding features of this washer are: Special lubricating system; Simplicity of design—only 70 pieces excluding bolts, nuts and pins; Porcelain enamel tank—speckled green both on the inside and outside; Ventilating hole in cover; Swinging reversible wringer or Pressure Cleaner* with soft rubber balloon rolls, wide clothes guides and a tilting drain flume: Horizontal—¼ hp. motor.

*Pressure Cleanser—This washer is equipped with the Pressure Cleanser which has been so widely advertised. Pressure Cleanser is a new and better name for the standard wringer.—*Electrical Merchandising*, July, 1932.

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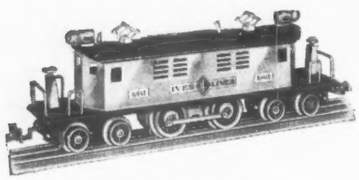


Ives Train Outfit

The Ives Corp., 200 Fifth Ave., New York City, is introducing a new type of "O" Gauge train outfit. The locomotive is fashioned after the latest electric types used on all prominent railroads. It is 12⅞ in. long, has four driving wheels with realistic piston action and four-wheel pilot trucks on the front and rear. The locomotive is reversible and has front and rear headlights. This outfit includes three 14 in. illuminated cars—mail, baggage with four sliding doors, pullman and observation with platform trimmed in brass. The cars have removable tops, a feature patented by Ives, and two six-wheel trucks. Finished in attractive enameled colors, the low cars give a realistic stream-line appearance. — *Electrical Merchandising*, July, 1932.

Clements Air Conditioner

The Clements Mfg. Co., 6650 S. Narragansett Ave., Chicago, Ill., recently introduced to the trade a portable air conditioning unit which, the manufacturer claims, embodies all the features contained in the larger air conditioning installations. This unit is contained in a grained walnut metal cabinet and requires no outside air ducts, water or steam connections—it can be plugged into any standard a.c. or d.c. outlet.

The machine draws the room air through a dry filter which removes foreign matter such as dust and dirt, forces it into an acoustically treated duct over water electrically heated and through a series of saturated filters where pollen, bacteria, fumes and other foreign matter are extracted, and finally discharges it into the room through diffusing vanes which deflect upward to avoid unhealthy drafts. It has automatic control which switches the unit into operation when the condition of the air warrants, and shuts it off when the air has reached proper condition; the switch may also be set for continuous operation.

The cabinet occupies 12 in. x 18 in. floor space and is desk height. Its intended retail price is $165.—*Electrical Merchandising*, July, 1932.

* * *

SuperLectric Waffle Iron

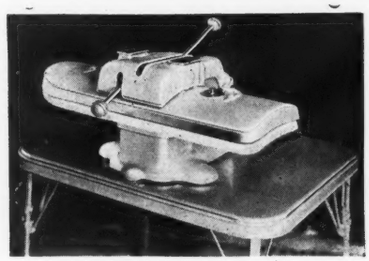
In its new No. 675 "Low Boy" waffle iron, the Superior Electric Products Corporation, 1300-1310 South Thirteenth Street, St. Louis, Mo., is offering a chromium-plated waffle iron, with unique low-skirted base design, to retail for $6.50.

The waffle iron is only 3¾ in. high with large 10½ in. base. It has heat indicator and pressure cast 8-in. aluminum grids with overflow ring.—*Electrical Merchandising*, July, 1932.

* * *

Ray-O-Vac Flashlight

To meet the needs of linemen, trouble shooters and other power company employees, the French Battery Company, Madison, Wis., has developed the "Ray-O-Vac" Insulated Rotomatic flashlight. It is available in two sizes—two-cell and three-cell, and in two head types—floodlight and spotlight. — *Electrical Merchandising*, July, 1932.



Meadows Ironer

Announcement has been made by the Meadows Mfg. Co., Bloomington, Ill., of a new portable press ironer. Some of its features are an automatic hinge lock to provide for varying thicknesses of material to be ironed, and an adjustable ironing board. Pressure is provided by a toggle lever pressure system operating against the spring supported base. It is equipped with a 1320 watt Nichrome ribbon element, and adjustable thermostatic control. The shoe is 26 in. x 10 in. It is made of aluminum, weighs 30 lbs. and can be hung on closet door when not in use. Intended retail price $49.95.—*Electrical Merchandising*, July, 1932.

* * *

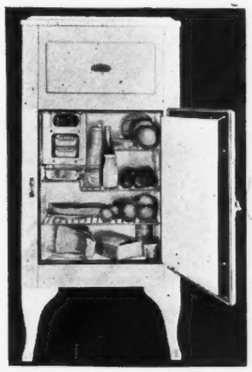
Toast King Toaster

The Toast King automatic, manufactured by the Double Action Mfg. Corp., Grand Rapids, Mich., is a double oven type, two-slice toaster, equipped with a lever to regulate the timing device and a red pilot light to indicate when the toast is finished. A feature claimed by the manufacturer is a means of keeping the toast hot.—*Electrical Merchandising*, July, 1932.

* * *

Westinghouse Cleaner

This new duster-cleaner, a midget in size, will clean floors, dust and clean rugs, walls, pictures, moldings, and upholstery, dry hair, and suck or blow dirt from hard-to-get-at places. It weighs only 5 lb., is easy to operate, and can do the work of a regular sized vacuum cleaner, says the manufacturer, Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa. It is equipped with a regular 11-in. floor nozzle, a floor brush, a dust brush.—*Electrical Merchandising*, July, 1932.



Crosley Refrigerator

This new model, C-35, is a full size domestic unit having three and one-half cu.ft. of storage space and a total shelf area of 7 sq.ft. Other cabinet features are flat wire shelves to prevent tipping and to facilitate storing and removal of containers; 2½ in. thicknesses of insulation on top, sides and bottom; legs 11 in. high. A door equipped with an automatic spring closing lock. The removable unit of this refrigerator is completely self-contained. The compressor is assembled with motor on a metal base and suspended by 4 springs. The freezing unit is of corrugated steel, rust-proofed and faced with white porcelain. The two ice trays are of aluminum, each tray having 21 cube compartments. There are two controls: the cold control which regulates the temperatures, and the defrosting switch which also acts as a thermal cut-out for protection of the motor. It is 52 in. high, 24⅜ in. wide and 20 in. deep. The intended retail price f.o.b. Cincinnatti is $89.50. Manufactured by Crosley Radio Corp., Cincinnati, Ohio.——*Electrical Merchandising*, July, 1932.

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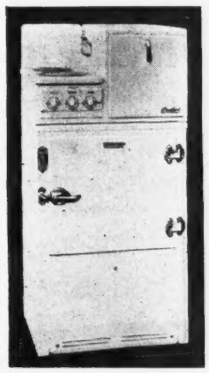


Frigidaire Combination Refrigerator-Range

A combination porcelain finished refrigerator and range, designed for apartment house kitchens has been announced by Frigidaire Corp., Dayton, Ohio. The refrigerator is the WA-3 Frigidaire. It has 6⅜ sq.ft. of shelf area, 3 cu.ft. of food storage space and two freezing trays with 4 lb. ice making capacity.

The electric range, manufactured by Walker & Pratt Mfg. Co., Boston, Mass., has a cooking capacity for four people. The right hand oven is equipped with a balanced shelf, top door, enameled broiler pan, broiler rack. The oven temperature is automatically controlled by a mercury type control. The combination overall dimensions are 52⅞ in. high, 25⅝ in. wide. The interior of the oven and the refrigerator food compartment as well as their exteriors are finished in porcelain.—*Electrical Merchandising*, July, 1932.

New *C-H* Plug

A new "Heatproof" connector plug has been produced by Cutler-Hammer, Inc., Milwaukee, Wis. This plug has the contact pressure springs on the outside of the case, which serve to hold the halves of the connector together, eliminating the usual two screws and nuts. The contact clips have no spring wrappings nor springiness. This new construction, the manufacturer claims, shields the springs from heat. The two halves of the plug separate when inserted on the prongs of the appliance, giving a ventilating effect which, it is said, helps further to keep the contacts cooled.

The plug is made of new "high-heat" Thermoplax and is modern in appearance. Each plug is packed in a colored box, ten boxes in an attractive display carton.—*Electrical Merchandising*, July, 1932.

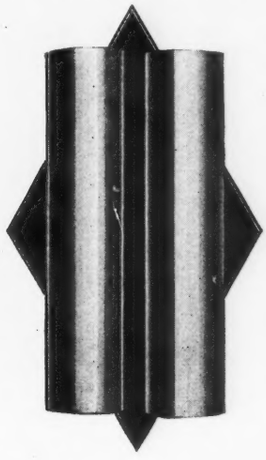
* * *

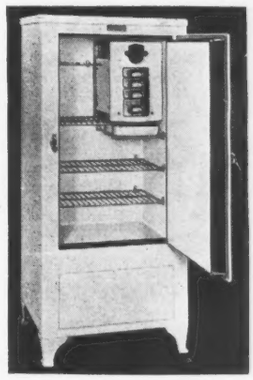
Mellotone Door Chimes

Several models of electric door chimes are offered in the line of "Mellotone" chimes of the National Signal Systems, Inc., Cleveland, Ohio, including a popular-priced model to retail at $4.95.

These chimes can be installed in old houses by simply removing the old door bell and transformer, without disturbing present wiring and push buttons. The low-priced model mentioned above, with small single note chime, is listed at $4.95, complete with transformer. It has black enamel base and chromium plated tube. A companion unit, with a slightly larger diamond background and two chime notes, is $7.95. An $8.95 model and a $17.95 unit are decorative in appearance and are designed for mounting in living room or hall.

Two de luxe models, retailing at $35 and $50 respectively, are equipped with one, two, four and eight chimes for different doors of the house, the 8-chime signal serving as a dinner announcement. All prices are less installation. *Electrical Merchandising*, July, 1932.





Servel *Viscountess* Refrigerator

Servel Sales Inc., Evansville, Indiana, announces the addition of model SC-6 to the Servel hermetic line of electric refrigerators. The "Viscountess," as this new model is known, was designed to meet the demand for an in-between size.

Features previously offered only in their higher-priced models are incorporated in this low priced refrigerator. Chromium plated tray handles in the ice cube compartment and a large dessert tray are features of this new model. Four shelves provide 10 sq.ft. of food storage space.

The Servel line now includes eight models—two three's, a four, five, six, seven, nine and 11 ft. cabinet.—*Electrical Merchandising*, July, 1932.

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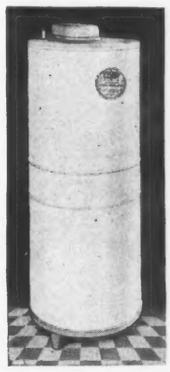
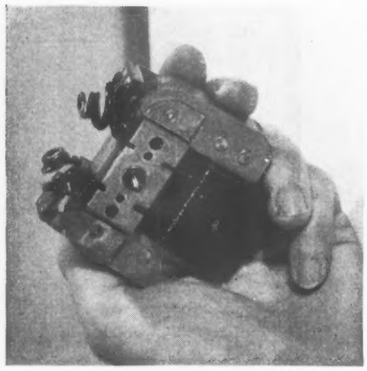


Red Crown Water Heater

The new Model "S" automatic electric storage water heater brought out by the Hynes & Cox Corporation, 406 North Pearl Street, Albany, N. Y., is adaptable to any type of service—full automatic, semi-automatic, semi-off-peak and off-peak.

It has an internal circulating system conducting freshly heated water to top of tank ready for immediate use. It can be supplied with single or duostat control.

Other features of the heater are the vertical positioned heating elements and thermostats not in contact with the water; centralized location of all connections at top of heater, providing accessibility; new non-corrosive "Everdur" metal construction. Finished in white with pearl gray trim. Capacity, 50 gal. Standard voltage, 230 a.c., with total wattage of from 1,500 to 4,000 watts, for units with double thermostatic control and 1,500 and 2,000 with single thermostatic control. Approximate retail prices, depending upon K. W. rating, vary from $135 to $150.—*Electrical merchandising*, July, 1932.



Barcol Midget Motor

The Barcol midget motor, a fractional hp. single-phase induction motor of the shaded pole type, is now made available in a reversing model by its manufacturers, Barber-Colman Co., Rockford, Ill. This new reversing model employs shading coils instead of the shading rings in unidirectional Barcol models, and the motor is constantly connected with current on the main field coil, no rotation being produced until a current is sent through one or the other of the two sets of shading coils. Direction of rotation is determined by which of the two sets of shading coils is energized.

Construction of this reversing motor is the same as the other models with the exception of wound coils which are used in place of solid copper rings. These coils are made of high grade enameled wire on a phenolic resin spool, impregnated with moisture-proof varnish. The leads are brought out to plates mounted above the coils, and control leads as required are taken off these plates.

The reversing model has the same general advantages as all Barcol midget motors—high starting torque, high power and high efficiency. It is available in several sizes to suit various applications, and is recommended for use in such devices as advertising machines, heat regulators, incubators, motion picture projectors, pumps, revolving signs, automatic switches, toys, etc. — *Electrical Merchandising*, July, 1932.

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Wagner Motors

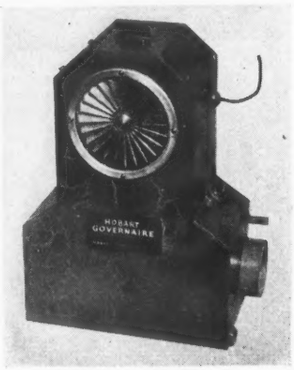
Two new split-phase motors have been developed by the Wagner Electric Corporation, 6455 Plymouth Avenue, St. Louis, Mo. These new motors are the "44RB," available in 1/30 and 1/20 hp. and "56RB," in ⅛, 1/6 and ¼ hp. ratings.

These new motors are described as being redesigned for ultra-quiet, vibrationless, cool and trouble-free operation. New features are the drip-proof endplates, liberal wool-yarn lubrication, handy conduit box adjustable in four positions, redesigned switching mechanism on the 44RB.. Available in 1/30 to ¼ hp., 1725 and 1140 r.p.m., all cycles.—*Electrical Merchandising*, July, 1932.

Conditioned Air Device

To provide humidity control, forced air circulation and air purification for the commercial refrigerator or display case, the Hobart Howry Company, 312 Exchange Building, Kansas City, Mo., has developed its "Govern-aire" device.

This simple, self-contained unit requires little room and no attention or regulation after installation, the manufacturer explains, and can be installed in any commercial refrigerator or display case without scrapping or replacement of present equipment and without expensive installation cost.—*Electrical Merchandising*, July, 1932.



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Cigar Lighter

Intermittent flashing within its tail lends life to the "Lightning Bug" electric cigar lighter brought out by the Wm. D. Gibson Company, 1800 Clybourn Avenue, Chicago.

The lighter is made of molded glass, in green, in the form of a lightning bug. It has a built-in mercury switch for which the manufacturer claims perpetual life. The intended retail price of the lighter is $1.—*Electrical Merchandising*, July, 1932.

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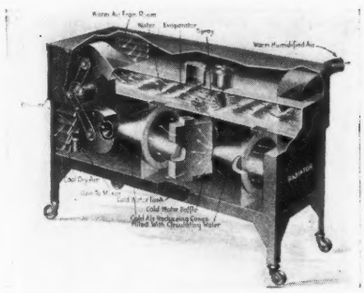
Westinghouse Percolator

This new china percolator combines utility with pleasing appearance. The body of the percolator is light cream colored with an attractive decoration to harmonize with most any type of dinnerwear. The percolator is of all-china construction and the china is acid-proof, non-absorbent and will not craze. It weighs 3 lb. 12 oz., and has the

standard Westinghouse Corox element with fused type protection. Manufactured by Westinghouse Electric & Mfg. Co., East Pittsburgh, Pa.—*Electrical Merchandising*, July, 1932.



Strang Air Conditioner

The "Mountain Air" air conditioning unit introduced by the Strang Air Conditioning Corporation, Kansas City, Mo., is a portable and self-contained conditioner, for summer and winter use.

In its summer application the conditioner not only considerably reduces the dry bulb temperature of the air it recirculates, but also, what is far more important, in humid weather circulates the air through the chilled reducing cones and baffle, causing the air to reach its dew point and drop its moisture vapor.

In winter, the "Mountain Air" properly humidifies the air.

It also purifies the air for breathing all year round by mixing ozone with the air it recirculates.

Refrigeration to chill the water in the air reducing cones and baffle is created by evaporation of the water in the upper tank. Replacement of the amount of water evaporated—from two to four gallons—is necessary but once a day. The only working parts of the unit are the standard motor and two sturdy, quiet, blow-type fans. The unit is designed for operation from any wall outlet.

The intended retail price is $189.50.—*Electrical Merchandising*, July, 1932.

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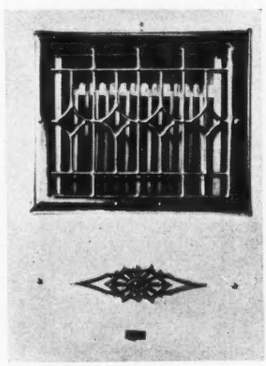

Imperial Convectors

This heater, recently put on the market by Howard C. Locke, Avon Lake, Ohio, is intended for domestic use, and is designed to heat an entire room by circulating air and heating it as it is drawn through the bottom of the grille, over the large area of non-glowing Chromel ribbon, which operates at a low temperature, thereby heating a large volume of air. The backdraft is regulated to heat the air flow on the back of the element casing, and as this flow is discharged at the top, it forces the main air flow away from the wall at a 45 deg. angle. The wall box, element and grille are separate units nested to make a complete unit. The wall box fits a 12⅜ in. x 18 in. opening, and is spaced ½ in. from studding, making an air space entirely around the box. The grilles are of vitreous porcelain enamel and come in white, ivory and black. The list price f.o.b. Cleveland is $12.50. — *Electrical Merchandising*, July, 1932.

Elasticord Non-Kinking Cord

That it cannot kink or break and that it has no springs or extra wires are features of the new "Elasticord" heater cord brought out by the Heater Cord Division of the United Elastic Corporation, Easthampton, Mass. This new "Elasticord" designed primarily for use in ironing, adjusts its length to the motion of the iron, keeping out of the way of the iron.

The cord, the manufacturer points out, is listed as standard by the Underwriters' Laboratories. The No. 100 cord, 7-ft. length, with colored plugs and caps matching cord, is available in green, rose, black and brown and is listed at $1. No. 125, also in 7-ft. length, available is similar colors, but with switch plug, is $1.25.—*Electrical Merchandising*, July, 1932.

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Handy Doggy Outlet

Made to resemble a dog, this novelty three-way outlet plug recently introduced by the Herd Electric Corp., 145 Valley Street, Belleville, N. J., is known as the "Handy Doggy." It is made of unbreakable pressed porcelain and comes in white and assorted colors. The intended retail price is 50c.—*Electrical Merchandising*, July, 1932.

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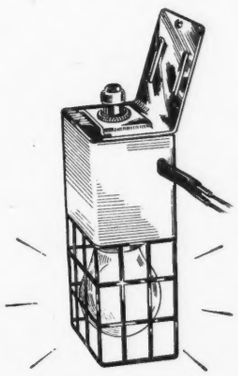

Refrigerator Light

For use on electric refrigerators not already equipped with automatic lighting, M. M. Fleron & Son, Inc., Trenton, N. J., has developed an automatic refrigerator light which can be mounted easily on the door jamb of the cabinet. Electrical connections are made to the current supply of the refrigerating unit. The light goes on automatically when the door is opened and goes out when the door is closed.

Body of the light is white porcelain; metal parts of brass, chromium plated. It is furnished with 5 ft. of all-rubber parallel wires and is equipped with automatic switch. Intended retail price, $3.60. — *Electrical Merchandising*, July, 1932.

G-E Oil-Burning Furnace

Described as a radically new and superior type of oil-burning furnace, utilizing the heavy and less costly domestic fuel oils cleanly and economically, is a new oil-burning furnace announced by the General Electric Company. This new unit, it is stated, will be completely assembled at the factory and will not be an attachment that can be added to any existing furnace. It is said to require practically no attention, being so designed that even the motor does not have to be oiled or the thermostat clock wound. The entire apparatus is enclosed in steel, providing safety and eye appeal.

Hot water for the bath and laundry, the announcement points out, is economically produced the year round. During the summer months, when the unit is not required for home heating, the burner will automatically keep the storage tank, attached to the furnace, filled with an ample supply of hot water.

"Eventually," said J. J. Donovan, manager of the Company's new air-conditioning department, "we expect to have a system developed which will heat and humidify the air of the home in winter, cool and dehumidify it in summer, and provide air circulation and purification the year round. We also have under development a gas burner and a coal stoker, as part of the plan to provide complete air conditioning, making use of every type of fuel available." — *Electrical Merchandising*, July, 1932.

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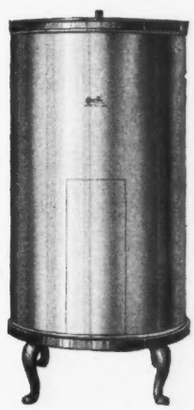


Hewitt Water Heaters

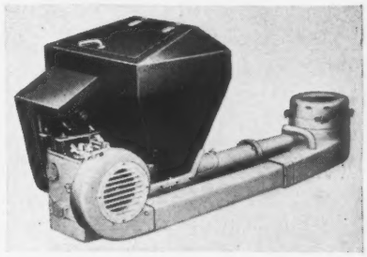
Revolutionary but simple in design, is a new line of "Twin Zone" double storage automatic electric water heaters announced by the Hewitt Electric & Manufacturing Company, Arlington, Mass. The unique new construction of the water heaters consists of a barrier plate which divides the tank into two sections or zones.

In use, the lower zone stores up a large excess supply of very hot water and the upper zone a smaller but liberal supply of hot water at the best temperature for domestic use. When water is drawn off, a steady flow of service water at a constant ideal temperature is secured, without the use of mixing valves or other complications.

Three sizes of water heaters in the "Twin Zone" models are being offered—20 gal., 30 and 60 gal. Each of these is available in either "Kopsteel" galvanized iron or "Double Extra Heavy" copper. Two small capacity plain storage type automatic water heaters are also listed, in 6 gal. and 12 gal. capacities and with steel or copper tanks.

All of the heaters are heavily insulated and thermostatically controlled. They comply with the severe requirements of the Massachusetts Range Boiler Law for full 300 lb. test pressures.

Intended retail prices range from $70 to $175. — *Electrical Merchandising*, July, 1932.



Fire-King Stoker

Designed exclusively for use in household furnaces and boilers is a new No. 3 model of stoker, brought out by the Fire-King Stoker Company, 510 South Harding Street, Indianapolis, Ind.

Rated at 950 sq.ft. of steam radiation and with a maximum coal feed capacity of 40 lb. an hour, the new stoker the Company announces, is offered at the lowest price ever placed on any of its underfeed stokers. A thermostat and stokerswitch are included as standard equipment.

Multiple feed control is provided, giving the user the advantage of being able to vary the amount of coal in any degree from 1 lb. to the maximum of 40 lb. an hour. The air likewise, can be regulated to comply with the requirements of the fuel. An auxiliary air inlet to the feed tube prevents the possibility of gas, fumes or smoke coming from the hopper into the basement.

Overall height of the hopper is only 34 in. All moving parts are fully enclosed. Electrical power is supplied from a ¼ hp. motor, driving a V-belt connected with the gear case.—*Electrical Merchandising*, July, 1932.

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Supreme Humidifiers

Supreme Electric Products Corp., 425 S. Clinton Ave., Rochester, N. Y., recently announced an electrically controlled humidifier for warm-air, oil burner, gas, coal and circulating fan furnaces. This humidifier produces a fog of water vapor in the free spaces of the furnace where it is picked up by the heated air and carried to various parts of the house. The fog is created by the impact of a fine stream of city pressure water against a baffle. The amount of humidity may be controlled by a Humidistat or wall switch which operates the electric valve to turn the water supply on and off. This humidifier will supply evaporation of 20 gal. of water at 50 lb. pressure daily. The front of the humidifier is 2⅝ in. x 4¾ in., and it extends into the furnace 6¼ in. The net weight of the humidifier with valve is 2½ lb. It is finished in green crystal with brass fittings. Retail price with automatic control $46.—*Electrical Merchandising*, July, 1932.

You Cannot Wish for Load *(Continued from page 26)*

has an electric water heater that hasn't an electric range. Not every electric range owner, though, has an electric water heater, by any means, but nobody has an electric water heater that hasn't an electric range, I venture to say. The first thing they are going to want when they get an electric range is hot water, and it is going to ease the way to sell electric hot water heaters, and nothing else will do it like getting the range in the home.

I guess a lot of you have promotional rates. I have. And if you put a range in any one of my customers' homes, you get him on the low rate, two cents. He doesn't get it all on that, but he gets on. And every other appliance that he uses after that is on the two cent rate, and every additional lamp he puts in anywhere after that is on the two cent rate, and every minute he uses his existing lamps more than he did before, after that, is on the two cent rate.

So I have not only got the girls in the house, and the wiremen in the house, and the satisfaction with the range that creates satisfaction and a desire for other appliances, but I have given them a rate that makes it cheap enough for them to use every other appliance, and use them to their heart's content. And at the end of the month, the bill is low, the average rate is low, and there is no complaint afterwards about high rates, don't you see?

I hear a lot of objections to this thing from various sources for instance, the ice manufacturers. And the gas people don't like it. Well, I am sorry. I don't want to hurt their business, and it isn't going to hurt their business.

I run a street railway at home, and I didn't like the automobile, either, but I couldn't help it. It came in, anyway, and I didn't try to help it.

When they began selling electric refrigerators our ice manufacturers came to me and they raised a terrible row. I said, "If the refrigerator serves a useful purpose and it is economical, I can't stop people from buying it, and you can't either. They are going to buy it if they want it. You get out and push your own business and this won't hurt you." They did get out and push their own business and it didn't hurt them.

I don't think this is going to hurt the ice business. They are all alarmed about it, I understand. That makes me think people are going to buy electric ranges.

Why, do you know that there is an act before Congress, the Army Appropriation Bill, which has in it a provision that reads, "provided no money appropriated under this bill (the Army Appropriation bill) shall be used to buy any electric ranges in any barracks, quarters, posts, or army reservations where gas is available?"

Did you know that was in a bill pending in Congress? It says they can't buy an electric range or spend any of the Government's money to buy an electric range where gas service is available.

Isn't that pretty bad, when they have to pass a law to keep people from buying electric ranges?

We are going to start this thing in the year of grace, 1932, whether it gets worse or gets better. I do not see that we will better our business conditions the slightest bit by stopping all commercial activities. I do not believe in that at all.

We have all had to economize. That is perfectly right and perfectly just and perfectly necessary, but there is a limit to the reduction of expenses that we can bring about no matter how determined we are to reduce expenses. However, there is a limit to it, and the only other way to meet the situation is to increase the revenue, or keep it from going farther down, and the only way to do it is to sell something that people want that will increase the revenue.

In order to do it we have got to organize local councils all over the United States, just like the refrigerator bureau, and in that movement, this industry has got to take the lead, the central station company has got to sponsor it and take the lead and be responsible for it, and create local councils with everybody else interested in the business in that locality and keep them at work.

It can be done if we want to do it.

Selling the "Detour" Socket *(Continued from page 31)*

people and consequent lack of information on the part of the customer is the greatest contributing cause to poor lighting," says Rogers. "Most women think of high electric bills when they think of high-wattage lamps. However, when we explain to them that their electric bill may not increase at all through the use of these high-wattage lamps in closets, cellars and similar places because, for while the lamp uses more current, the shorter time of burning due to time-saving more than equalizes this increase, they are usually in a very receptive mood."

Which brings us to this point:

Reading the sales reports of this activity we repeatedly find notations to the effect that the customer really desires more and better light but they are deterred from using larger lamps through the belief that adequate light is downright extravagance.

Who is to blame for this? Personally, I blame the utility men. One of them, an imposing brass hat controlling the electric service destinies of hundreds of thousands of light users, recently said, "The public is already using too much light." Where do you suppose he got that notion? Did he ask the public whether it thought it was using too much light? He did not. He made this idea up out of his own head. Bright lad!

Think of the citrus growers saying that the people are eating too many oranges—think of the railways saying that people are shipping too much tonnage or riding too many passenger-miles—think of the Congress saying that people are paying too much taxes!—think—O, hell, what's the use?

There never was and never will be another industry like ours which is afraid to sell its service for fear of hurting somebody's pocketbook or feelings. I could preach quite a sermon on this text, but I don't believe it would get us anywhere, so let's get back to Rogers and his campaign.

"In promoting this activity to fill seldom-used sockets with larger lamps," he reports, "our lamp sales volume has almost doubled last year's business at no additional cost to us."

That, it seems to me, is a good place to stop.